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ABSTRACT

This book is intended to provide U.S. university recruiters with information on higher education and student recruitment opportunities in Thailand. Section A describes recruitment strategies that are professionally and culturally appropriate to Thailand; contact information concerning related institutions is also included. A subsection called "What Thai Students Are Like" identifies the basic characteristics of Thai students. Section B offers detailed information on the development and present situation of higher education in Thailand. Directories of public/private universities and the addresses of related government ministries are included. Finally, in Section C, a basic country profile of Thailand covers such aspects as history, religion, and the language. Attachments to each section provide relevant addresses. Tables provide information on the academic calendar, the history of Thai universities, the grade-point system, and international programs. (Contains 16 references.) (DB)

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Recruitment Guide

for

Thailand

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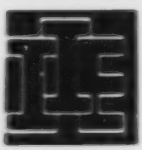

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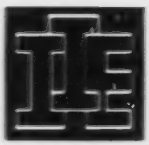

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Preface

Education is too important to be left out of the development of human resources, especially in the fast changing relationship Thailand has with the world. People need the ability to survive and thrive in today's changing world. Young people are a country's future and they therefore need greater capability for acquiring new knowledge through continuing higher education.

Demand for a higher education program is very strong among Thai students. But government and private universities still cannot meet such demand. Statistics show that, in 1996/1997, some 13,000 Thai students were studying at universities in the United States placing eighth in ranking among international students.

CITIBANK recognizes the important role of education. We fully support the development of human resources in Thailand and growth in the number of young people of quality who have had a good education. CITIBANK together with the Institute of International Education (IIE) in Thailand has established the "Study USA Center" which provides free advising services on educational opportunities in the United States. The Center also assists Thai students, parents and sponsors with study arrangements and financial management.

"Recruitment Guide for Thailand" is the first corroborative publication by IIE and CITIBANK. The book covers all aspects of the higher education system in Thailand as well as recruitment strategies. It will help US university recruiters to understand and explore Thailand as a good potential future market.

Kye Kwon Doe
Citibanking Business Manager
Citibank, N.A. (Bangkok)
Thailand

Forward

The Institute of International Education is pleased to present the first edition of "Recruitment Guide for Thailand."

For more than 75 years IIE, as the most experienced non-profit education organization in the United States, has worked to promote peace and understanding through cultural and educational exchanges. "Recruitment Guide for Thailand" is an expression of IIE's engagement in, and commitment to, international education.

The rapid economic growth of Thailand over the past decade has produced a significant rise in the number of students. Despite the current economic turndown, the interest of Thai students in higher educational opportunities overseas, especially in the United States, has not subsided. In Thailand, US university graduates are widely recognized as an important pool of highly trained human resources.

Concurrent with the rapid increase of Thai students at US campuses has been a major rise in interest and demand from US university recruiters for more information on higher education and recruitment opportunities in Thailand. This book was complied in response to their needs.

We would like to acknowledge the support of CITIBANK for this book. This publication would not have been possible without their generous contribution.

We hope this book will be useful to you in conducting productive recruitment activities in Thailand and that will help expand the horizon for Thai students as they pursue their studies.

Richard M. Krasno, Ph.D.
President
Institute of International Education

Introduction

"Recruitment Guide for Thailand" is designed to help US university recruiters plan and conduct productive recruitment activities in Thailand. It provides the most relevant and practical information in locating prospective students for your institution.

The book comprises three sections. In Section A, various recruitment strategies that are professionally and culturally appropriate to Thailand are described together with contact information concerning related institutions. There is also a subsection called "What Thai Students Are Like" to help you understand the basic characteristics of Thai students. Section B offers detailed information on the development and the present of higher education in Thailand. Directories of public/private universities and addresses of related Ministries are included. Finally, in Section C, a basic country profile of Thailand is given, including such aspects as history, religion and the language which you will find useful in launching your culturally sensitive recruitment activities.

We have attempted to ensure that the information contained in this book is as accurate and useful as possible. However, information-gathering for publication takes place long before a book appears. Bear in mind, therefore, that some of the information detailed here may have changed. Also, it should be noted that inclusion of any information does not imply IIE's recommendation, nor does omission imply IIE's disapproval.

We also would like to acknowledge the Ministry of University Affairs for kindly allowing us to quote their information on Thai higher education and college/university profiles. Finally, IIE thanks Ms. Shoko Yoshihara for her hard work in compiling the book.

This is the first edition of "Recruitment Guide for Thailand." We would therefore appreciate hearing from you on how we may improve future editions of the book to ensure that it will be most useful to you.

Chalintorn N. Burian, Ph.D.
IIE Regional Director for Southeast Asia

Section A
Recruitment Strategies in Thailand

Fast Facts: *Open Doors*

IIE's Annual Report on International Educational Exchange

THAILAND SCORED THE HIGHEST GROWTH RATE, 1996/1997

Thailand ranks eighth largest in terms of place of origin for international students at universities in the United States. It scored the highest growth rate (10.8 per cent) among the leading places in 1996/1997.

Leading Places of Origin	1995/1996 Number	1996/1997 Number	% Change
Japan	45,531	46,292	1.7
China	39,613	42,503	7.3
Korea, Rep of	36,271	37,130	2.5
India	31,743	30,641	-3.5
Taiwan	32,702	30,487	-6.8
Canada	23,005	22,984	-0.1
Malaysia	14,015	14,527	3.7
Thailand	**12,165**	**13,481**	**10.8**
Indonesia	12,820	12,461	-2.8
Hong Kong	12,018	10,942	-9.0
Germany	9,017	8,990	-0.3
Mexico	8,687	8,975	3.3

WHAT THEY STUDY, 1995/1996

Nearly half of the students from Thailand majored in Business, followed by Engineering.

Thai Students' Major Fields of Study (%)

Business	40.3
Engineering	16.7
Math & Comp Sci	5.8
Fine & App Arts	5.3
Social Sci	5.0
Phy & Life Sci	3.3
Health Professions	2.7
Agriculture	2.4
Education	1.3
Humanities	1.2
Other	5.7
Intensive English Program	6.7
Undeclared	3.6
Profiles Survey 1995/1996	5,261
Open Doors Survey 1995/1996	12,165

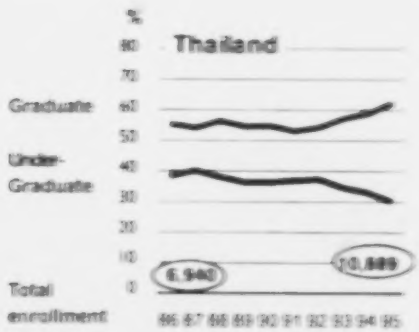
ACADEMIC LEVEL, 1996/1997

More than half of the Thai students at US universities are studying at graduate level.

Undergraduate	Graduate	Other	Total
(number of students)			
3,806	8,373	1,302	13,481

ACADEMIC LEVEL, PROPORTIONS OVER TIME, 1985/1986-1994/1995

The proportion of students at graduate level has increased significantly in the past few years.



INTENSIVE ENGLISH PROGRAMS (IEP), 1994/1995 - 1996/1997
Thailand also ranks among the leading home places of IEP students.

Leading Places of Origin of IEP Students

Locality	1994/1995	1996/1997	% Change
Korea, Rep of	7,771	10,226	31.6
Japan	10,624	9,803	-7.7
Taiwan	2,735	3,309	21.0
Thailand	**1,883**	**2,206**	**17.2**
Brazil	1,255	1,658	32.1
Mexico	2,265	1,559	-31.2
Saudi Arabia	1,168	1,233	5.6
Colombia	982	991	0.9
Venezuela	1,097	925	-15.7
China	807	891	10.4
Indonesia	822	885	7.7
World Total	43,522	43,739	0.5

1. Methods of Recruitment in Thailand

Several different methods can be applied to recruitment in Thailand, i.e., to make the most of: (a) university/college fairs; (b) educational consultants and advising centers; (c) alumni network; (d) language schools; (e) mailings; (f) advertising; (g) scholarship competitions; and (h) visiting high schools. A description of each method is given below with information concerning related publications and institutions. The Thai academic calendar is available on p. 21. Go over these methods and develop the most effective strategy and itinerary for your recruitment activities in Thailand.

(a) University/College Fairs

A university/college fair is the best occasion for school representatives to make a direct contact with students who are interested in study abroad. At a fair, you can learn about the profiles of students, popular fields of study etc., and develop a further recruitment strategy. You can also distribute handouts and pamphlets from your school and make a clue for further contact.

The Institute of International Education (IIE) holds a series of University Fairs in the Asian region every year (see the next page for details). For example, at the fair held in Bangkok in 1997, 94 US universities/colleges participated and more than 5,000 Thais visited the event.

(b) Educational Consultants and Advising Centers

There is a considerable number of educational consultants and advising centers in Thailand, especially in the Bangkok area. They provide information and advising on opportunities for study abroad to an increasing number of students. Advisors who interact with students on a daily basis are quite familiar with the current trend among students such as popular fields of study, budgets etc. Keeping in touch with these sources throughout the year enables the latest information on students to be your finger-tips.

Meanwhile, remember to keep them updated about programs available at your school. Ask them to put up promotional posters of your school on their bulletin boards and display free copies of newsletters and brochures of your school in their resource libraries. Also, provide them with information on Thai students and alumni at your school, e.g., the number of Thai students/alumni, where the alumni are working and their contact addresses (with their permission). This will encourage students to contact the alumni for further information (if the alumni are receptive to the idea).

Another idea worth considering is organizing an orientation about your school in conjunction with the advising center/consultant. IIE, for example, helps arrange orientations when requested by universities. You can invite some Thai alumni of your school as guest speakers (see p. 9 for IIE's address).

Some non-profit advising centers are listed below. Contact them for more ideas and details of services available for your recruitment activities.

Participating in IIE US University Fairs in Asia

Tokyo and Osaka, Japan
Hong Kong
Bangkok, Thailand
Hanoi, Vietnam
Jakarta, Indonesia
New Delhi and Bombay, India

Asian countries send the largest number of international students to American universities. To help your school establish and maintain a presence in the Asian region, IIE invites you to participate in the US University Fairs held each October in the cities mentioned above. The Fair in Bangkok, which is the largest, attracted over 5,000 visitors and 94 US schools in 1997.

Objectives of the Fairs

To give serious students and their parents or sponsors a chance, at no cost, to learn about opportunities for higher education in the United States from official, reliable, and legitimate sources of information, and to inform them about the availability of continuing free educational advising services through USIS-sponsored educational advising officers.

To give students, parents, and sponsors an opportunity to meet face-to-face with official representatives of regionally accredited US colleges and universities.

To provide US university representatives with a well-organized in-country orientation program to inform them about current factors influencing the flow of students to the United States.

To provide US universities with a well-managed event at reasonable cost at which they can meet serious prospective students interested in American higher education.

For more information, contact: Marsha Lee, Director, IIE/Hong Kong and China. Mailing Address: Shatin Central PO Box 1298 Shatin, New Territories, Hong Kong. Phone: 011/852/2603-5771. Fax: 011/852/2603-5765. E-mail: iiehk@cuhk.edu.hk.

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Fax: (66 2) 639-2706
E-mail: nethai@ksc.th.com

(c) Alumni Network

The alumni network is another vital resource for locating students who are interested in study abroad. Not only can the alumni act as go-betweens you and prospective students, they can also explain to the students about academic and social life at your school from a Thai view point. Such actual comments from forerunners are what students are always eager to hear and what they actually trust most. Alumni of your school are also extremely valuable at a university fair. They will play an important role at your booth, both in answering questions from prospective students and in describing class and campus life at your school.

IIE and the American University Alumni Association (AUAA) work with alumni groups in Thailand. AUAA's address is available on p. 10.

(d) Language Schools

As study abroad in the US becomes more and more of an accessible option, an increasing number of Thai students are learning English at language schools in order to prepare for examinations such as TOEFL and GRE as well as to improve their general conversation proficiency. Maintaining a close contact with these language schools, therefore, can be a very important channel for promoting your school in Thailand.

AUA has branch offices in major cities of the provinces in addition to Bangkok. Their addresses are listed below.

Bangkok

AUA Language Center
Rajdamri Rd.
Bangkok 10500
Phone: (66 2) 252-8170-3
Fax: (66 2) 255-4632

Provinces

AUA Burapha Chonburi
c/o Burapha University
114 Moo 7, Tambon Bangsaen
Amphur Muang
Chongburi 20130
Phone: (66 38) 393-000 ext. 4330
Fax: (66 38) 393-309

AUA Chiang Mai
24 Rajadamnern Rd.
Chiang Mai 50000
Phone/Fax: (66 53) 211-973

AUA Hat Yai
PO Box 102
Hat Yai
Songkhla 90110
Phone/Fax: (66 74) 212-814

AUA Khon Kaen
PO Box 31 Khon Kaen University
Khon Kaen 40002
Phone/Fax: (66 43) 241-072

AUA Lampang
16 Sananbin Rd.
Boonyawat School
Lampang 52000
Phone/Fax: (66 54) 224-674

AUA Ubon
Ave Maria School
Pommarat Road, Amphur Muang
Ubon Ratchathani 34000
Phone/Fax: (66 45) 243-432

AUA Phitsanulok
PO Box 33
Phitsanulok 65000
Phone: (66 55) 01-475-8160

AUA Udonthani
c/o Udonthani Teacher's College
Udonthani 41000
Phone: (66 42) 241-155
Fax: (66 42) 325-776

AUA Songkla
PO Box 9
Songkhla 90000
Phone: (66 74) 311-223
Fax: (66 74) 440-957

(e) Mailings

In your recruitment activities in Thailand, you might want to make good use of mailings to approach a targeted group of students. The packet should include a brochure about the programs that your school offers and the admission procedure, as well as with some pictures of campus. In Thailand, the parents of high school and college students attach great importance to their children's education, for which they are often the sponsor. Therefore, it is highly recommended that you include a cover letter to the parents as well as students, preferably in Thai. In the cover letter, it is important to include information on Thai alumni in addition to the Thai students currently studying at your school. Students and their parents often want to know how valuable a degree from your school will be in Thailand as well as in the US. Providing information on Thai alumni back in Thailand, therefore, can be a good way to convince them of your school's credentials.

(f) Advertising

(i) International Publications

International recruitment magazines usually carry advertisements from schools. A concise school profile with high-quality descriptive pictures can often encourage ardent students to request further information. If you attach a self-addressed information request card, it will be more likely that students contact you. Some current major international publications are listed below.

International Study Guide (Asia/Pacific edition)
Dominion Press Ltd., Signal House, Lyon Rd., Harrow, Middlesex HA1 2QE, UK
Phone: +44-181-861-0500 Fax: +44-181-861-2448

International Student Guide to the United States of America
Spindle Publishing Company, 4136 Library Rd., Pittsburgh, PA 15234
Phone: (412) 531-9742 Fax: (412) 531-2044
E-mail: spinpub@aol.com

Study in the U.S.A. (Southeast Asian edition)
Study in the U.S.A., Inc., 119 South Main, Suit 220, Seattle, WA 98104
Phone: (206) 622-2075 Fax: (206) 624-4381
E-mail: studyusa@aol.com
Web site: http://www.studyusa.com/

Transworld Education
Empire Publishing Company Ltd., 101 Southwark St., London SE1 OJH, UK
Phone: +44-171-401-7333 Fax: +44-171-401-7233
E-mail: 101473.257@compuserve.com

(ii) Local Newspapers

Newspaper advertisements are one of the most effective ways of informing local people of your school. You might want to include some information on Thai alumni in the advertisement so that Thai students can become familiar with, and interested in, your school.

Listed below are major English newspapers in Thailand.

Bangkok Post (Daily)
136 Na Ranong Rd.
Klongtoey
Bangkok 10110
Phone: (66 2) 240-3800-24
Fax: (66 2) 240-3665-6

Business Day (Daily)
444 Olimpia Thai Tower
Rachadaphisek
Bangkok 10310
Phone: (66 2) 512-3579
Fax: (66 2) 512-3566

The Nation (Daily)
14 Moo 10
Bangna-Trad Rd. Km. 10.5
Prakanong, Bangkok 10260
Phone: (66 2) 317-0052, 317-0420
Fax: (66 2) 317-2056-7

Student Weekly
136 Na Ranong Rd.
Klongtoey, Bangkok 10110
Phone: (662) 240-3700
Fax: (662) 240-3649

(iii) Internet

Another effective means of advertising that you should utilize is the Internet. In the past few years, use of the Internet has rapidly spread among people in Thailand: an increasing number of students have individual accounts through their schools or at home. You may set up your own home page so that students can learn about your school and/or you can put your school's profile on existing websites.

(g) Scholarship Competitions

Many outstanding students gather at scholarship competitions. Therefore, contacting scholarship agencies could be a powerful means of identifying highly motivated students. The Office of the Civil Service Commission (OCSC), for example, is a governmental organization that administers hundreds of scholarships a year. OCSC helps make connections between schools and students through the screening process as well. See p. 9 for the contact address. Information on scholarships and agencies are also available at IIE.

(h) Visiting Schools

Finally, we suggest that you contact local high schools to identify prospective students. In Thailand, many parents show a keen interest in their children's education. Some even send their children to schools overseas starting from secondary level. Given this fact, it is very likely that visits to local high schools could lead to identifying ardent students and their parents. Some of the major high schools and international schools are listed below.

(1) Major high schools in Bangkok

1. Ammarayvilp School
304/1 Srirayuthaya Rd.
Thung Phayathai
Bangkok 10400
Phone: (66 2) 245-8830
Fax: (66 2) 245-8502

2. Assumption College
26 Jaroen Krung Rd. Bangrak
Bangkok 10500
Phone: (66 2) 630-7111-25
Fax: (66 2) 237-7769

3. Assumption Convent School
25 Jaroen Krung Rd.
Bangrak
Bangkok 10500
Phone: (66 2)234-7779
Fax: (66 2) 234-7779 ext. 217

4. Assumption Thonburi College
30 Moo 3 Phetkasem Rd.
Bangpai, Bangkok 10160
Phone: (66 2) 421-9660-8
Fax: (66 2) 421-8119

5. Bangkok Christian College
35 Pramuan Silom Rd.
Bangkok 10500
Phone: (66 2) 639-9020-48
Fax: (66 2) 639-9095

6. Benjamarachalai School
Sripong Rd
Sumranraj
Bangkok 10200
Phone: (66 2) 222-7880-1
Fax: (66 2) 221-7992

7. Bordin Decha 2 School
M.Rattakorn
Sukhapibal Rd.
Bangkok
Phone: (66 2) 510-1953
Fax: (66 2) 509-5577

8. Chitrada School
Rajavithi Rd.
Bangkok 10300
Phone/Fax: (66 2) 280-3392

9. Chulalongkorn University Demonstration School
Phaya Thai Rd.
Bangkok 10330
Phone: (66 2) 218-2746
Fax: (66 2) 218-3563

10. Horwang School
Soi Pimol, Phaholyothin Rd.
Bangkok 10900
Phone/Fax: (66 2) 511-1045

11. Kasetsart Laboratory School
Phaholyothin Rd.
Bangkok 10900
Phone: (66 2) 579-1542
Fax: (66 2) 579-1444, 579-1925

12. Khemasiri Anusorn School
108/1 Charunsanitwong Rd.
Ravithee
Bangkok
Phone: (66 2) 433-5947
Fax: (66 2) 435-4397

13. Lasalle School
23 Soi Lasalle
Bangkok
Phone: (66 2) 393-3510, 398-6210
Fax: (66 2) 393-6132

14. Mater Dei Institute
534 Ploenchit
Bangkok 10330
Phone: (66 2) 252-6523-4
Fax: (66 2) 255-2023

15. Prasarnmit Demonstration School
Soi 23 Sukhumvit Rd.
Bangkok 10110
Phone: (66 2) 258-9326
Fax: (66 2) 258-4106

16. Rachinee School
444 Maharaj Rd.
Bangkok 10200
Phone/Fax: (66 2) 225-7676

17. Rachinee School
Samsen Rd.
Kwang Thanon Nakhon Chaisri
Bangkok 10300
Phone: (66 2) 241-1758
Fax: (66 2) 243-5353

18. Sacred Heart Convent School
94 Sunthronkosa Rd.
Klongtoey
Bangkok 10110
Phone: (66 2) 671-9041-5
Fax: (66 2) 671-9041-5 ext. 102

19. Saint Dominic School
1526 New Phetburi Rd.
Bangkok
Phone: (66 2) 254-1788-9
Fax: (66 2) 652-7470

20. Saint Frances Xavier Convent School
92 Soi Mitrakam, Samsen Rd.
Bangkok 10300
Phone: (66 2) 241-2604-5
Fax: (66 2) 241-2606

21. Saint Gabrial School
565 Samsen Rd.
Bangkok 10300
Phone: (66 2) 243-8926-30
Fax: (66 2) 243-2150

22. Saint Joan of Arc School
94 Soi Mitrkham, Samsen Rd.
Bangkok
Phone/Fax: (66 2) 243-00158

23. Saint John's College
Sec Cherng Saphanloy
Ladpro
Bangkok
Phone: (66 2) 511-3337, 5114014
Fax: (66 2) 513-8588

24. Saint Joseph's Convent School
7 Convent, Silom Rd.
Bangkok 10500
Phone: (66 2) 234-0561, 235-1895
Fax: (66 2) 266-5996

25. Satri Vithaya School
82 Dinsaw Rd.
Bangkok
Phone: (66 2) 281-6505, 282-1626
Fax: (66 2) 282-1300, 282-1915

26. Satri Vithaya 2 School
47 Soi Chokechai 4, Ladprao Rd.
Bangkok
Phone: (66 2) 570-9340, 570-9941
Fax: (66 2) 570-9693

27. Satriwoorranat Bangkaen School
27 Phahonyothin Rd.
Bangkok 10900
Phone: (66 2) 513-3210
Fax: (66 2)939-4488

28. Srivikorn School
1020 Sukhumvit Rd.
Bangkok 10110
Phone: (66 2) 391-3721, 391-3915
Fax: (66 2) 392-9685

30. Suankularb College
88 Tripeth Road
Bangkok
Phone: (66 2) 221-6701, 222-4196
Fax: (66 2) 224-8554

31. Suankularb Nonthaburi College
Thivanon Rd.
Nonthaburi 11120
Phone: (66 2) 583-8311
Fax: (66 2) 583-7029

32. Triam Udom Suksa School
Phyathai Rd.
Bangkok 10400
Phone: (66 2) 252-7302-3
Fax: (66 2) 252-7302

33. Triam Udom Suksa Nomkhaw School
Ramkhamhaeng Rd.
Bangkok 10241
Phone: (66 2) 373-1312, 373-1363
Fax: (66 2) 373-1474

34. Triam Udom Suksa Pattanakarn School
Usasuk Village, Patanakarn
Bangkok
Phone: (662)321-3678
Fax: (66 2) 321-3888

35. Thewphaingarm School
36/10 Soi Worrapong
Bangkok
Phone: (66 2) 424-6225, 424-6704
Fax: (66 2) 434-8237

36. Vachiravudh College
197 Rajavithi Rd.
Nantha-Uthayan
Soi Voranat
Sukhothai Rd.
Bangkok 10300
Phone: (662)241-2712, 243-6683
Fax: (66 2) 243-6985

(ii) Major high schools in Provinces

1. Assumption Nakornrachasima College
3 Saint Mary
Nakorn Rachasima 30000
Phone: (66 44) 241-191
Fax: (66 44) 253-569

2. Assumption Sriracha College
29 Sukhumvit, Surasak District
Chonburi 20110
Phone: (66 38) 311455-6
Fax: (66 38) 311427

3. Mong Ford College
118/2 M.5, Mahidol
Thasala, Chiangmai 5000
Phone: (66 53) 245-570-5
Fax: (66 53) 245-571

4. Prince Royal College
117 Kaewnawarat
Chiang Mai 5000
Phone: (66 53) 242-038
Fax: (66 53) 306-415

5. Sangtong College
145 Thammanuvithee
Hat Yai, Songkla 90110
Phone: (66 74) 235-101, 243-595
Fax: (66 74) 247-500

6. Thidamukrue School
5 Sangvej, Hat Yai
Songkla 90110
Phone: (66 74) 232-052, 239-522
Fax: (66 74) 353-266

(iii) International Schools in Thailand

1. Ms. Jaruwan Kongrit
President
Bangkok Patana School
2/38 Moo 5, Soi Lasalle
105 Sukhumvit Rd.
Kwang Bangna, Prakanong
Bangkok 10260
Phone: (66-2) 399-3175-9
Fax: (66-2) 399-3179

2. Mr. Kamol Bunphrom
President
Chiangmai International school
13 Chethupon Rd.
Thumbon Watkate
Amphur Muang, Chiangmai 50000
Phone: (66-53) 242-027
Fax: (66-53) 242-455

3. Ms. Puttana Nabong
President
Dhamai International School
57 Soi Jaroenjai, Sukhumvit 63
Bangkok 10110
Phone: (66-2) 391-3593
Fax: (66-2) 381-4622

4. Ms. Apsorn Mee-sing
President
International School Bangkok
39/7 Soi Nichada, Samakkee Rd.
Thumbon Bang-ta-lad, Amphur
Pakkret
Nontaburi 11120
Phone: (66-2) 583-5401
Fax: (66-2) 583-5432

5. Ms. Prisana Israboonlitvek
President
International School Eastern Seaboard
282 Moo 5, Thumbon Boewin
Amphur Sriracha
Chonburi
Phone: (66-38) 345-556-9
Fax: (66-38) 345-156

6. Ms. Anchalee Keunyawat
President
New International School of Thailand
36 Sukhumvit 15
Bangkok 10110
Phone: (66-2) 252-8688
Fax: (66-2) 253-3808

7. Father Leo Travis
Director
Assumption International School
42 Moo 4, Soi Kumrasee,
Ramkamhaeng
Meanburi, Bangkok 10190
Phone: (66-2) 518-0325-9
Fax: (66-2) 518-0354

8. Ms. Thavida Phichayanthacyothin
President
Phuket International
81/4 Moo 1
Chalermprakiat Rd. K.9
Thumbon Katon
Phuket 83120
Phone: (66-76) 01-958-61/5

9. Ms. Narumon Ketwaratikul
President
Trasti International School
36 Soi Ramkamhaeng 18
Ramkamhaeng Rd.
Kwang Hhamark, Bangkapi
Bangkok 10310
Phone: (66-2) 314-5250
Fax: (66-2) 318-7194

10. Mr. Kris Assakul
Universal International School
49-49/3 Moo 4, Thanarat Rd.
Thumbon Nongkhang
Amphur Pakchong
Nakorn Ratchasima
Phone: (66-44) 313-645, 313-767
Fax: (66-44) 313-519

Annex

When to Visit

The Thai school year starts in June and ends in March. Schedule your visit to Thailand with the calendar below, taking into consideration public holidays.

Table 1. Academic calendar and public holidays

Month	Academic calendar	Public holidays (1998)
January		Jan. 1: New Year's Day
February	First week: examinations begin	Feb. 7: Chinese New Year's Day* Feb. 11: Makha Bucha Day (Buddhist religious holiday)
March	Second week: second semester ends Last week: summer sessions begin	

	(Public universities)	
April	First week: summer sessions begin (Private universities)	April 6. Chakri Day April 13-15. Songkran Festival Day (Thai traditional New Year) April 15. Substitution for Songkran Day
May	Second week: summer sessions end (Public/private universities)	May 1. National Labor Day May 5. Coronation Day May 8. Royal Ploughing Ceremony Day May 10. Visakha Bucha Day (Buddhist religious holiday) May 11. Substitution for Visakha Bucha Day
June	[School year starts] First week: registration for the first semester Second week: classes begin	
July		July 8. Asantha Bucha Day July 9. Khao Phansaa Day (Buddhist Lent Day)
August		Aug. 12. Her Majesty the Queen's Birthday
September		
October	First week: examinations begin Second week: fist semester ends Last week: registration for the second semester	Oct. 23. Chulalongkorn Day
November	First week: classes begin	
December		Dec. 5. His Majesty the King's Birthday Dec. 7. Substitution for His Majesty the King's Birthday Dec. 10. Constitution Day Dec. 31. New Year's Eve

* Chinese New Year is not an official holiday, and government offices are usually open. However, many Chinese shops are closed for several days.

2. Ethics of Recruitment

Recruitment of students requires some ethical considerations. All institutions and professionals are expected to recognize the importance of ethical practices and conduct their recruitment activities in an appropriate manner. Below is the "Statement of Principles of Good Practice" regarding admission, promotion, and recruitment which was developed by National Association of College Admission Counselors (NACAC). The basic philosophy of the Statement was formed in conjunction with the American Association of Collegiate Registrars and Admission Officers and the College Board, and was endorsed by the American Council on Education, the National Association of Secondary School Principals, the United States Student Association, and the National Association of Student Personnel Administrators.

NACAC: Statement of Principles of Good Practice[1]

Admission Promotion and Recruitment

A. College and University Members agree that they will:

1. Ensure that admission counselors are viewed as professional members of the staff of their institutions. As professionals, their compensation will take the form of a fixed salary, rather than commissions or bonuses based on the number of students recruited.

2. Be responsible for the development of publications, written communications, and presentations, i.e., college nights, college days, and college fairs, used for their institutions' promotional and recruitment activity. They will:

> (a) State clearly and precisely the requirements for secondary school preparation, admission tests, and transfer student admission;
>
> (b) Include a current and accurate admission calendar. If the institution offers special admission options such as early admission, early action, early decision, or a waiting list, the publication should define those programs and state deadline dates, notification dates, required deposits, refund policies, and the date by when the candidates must reply. If students are placed on wait lists or alternate lists, the letter which notifies the students of the placement should provide a history that describes the number of students placed on the wait lists, the number who are offered admission, and the availability of financial aid and housing. Finally, if summer admission or mid-year admission is available, students should be made aware of that possibility in an official communication from the institutions;

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[1] National Association of College Admission Counselors, *Statement of Principles of Good Practice*, Revised October 1993. By permission.

(c) Give precise information about costs, opportunities, and requirements for all types of financial aid, and state the general relationship between admission practices and policies, and financial aid practices and policies;

(d) Describe in detail any special programs, including overseas study, credit by examination, or advanced placement;

(e) Include pictures and descriptions of the campus and community which are current and realistic;

(f) Provide accurate information about the opportunities/selection for institutional housing, deadline dates for housing deposits, and housing deposit refunds, and describe policies for renewal availability of such institutional housing;

(g) Provide accurate and specific descriptions of any special programs or support services available to students with handicapping conditions, learning disabilities, and/or other special needs;

(h) Identify the source and year of study when institutional publications and/or media communications cite published ratings of academic programs, academic rigor or reputations, or athletic rankings;

(i) Indicate that the institution is a NACAC member and has endorsed the principles contained in this Statement.

3. Exercise appropriate responsibility for all those people whom the institution involves in admission, promotional, and recruitment activities (including their alumni, coaches, students, faculty, and other institutional representatives) and educate them about the principles outlined in the Statement. Colleges and universities which engage the services of admission management or consulting firms will be responsible for assuring that such firms adhere to this Statement.

4. Speak forthrightly, accurately, and comprehensively in presenting their institutions to counseling personnel, prospective students, and their families. They will:

(a) State clearly the admission requirements of their institutions, and inform students and counselors about changed admission requirements so that candidates will not be adversely affected in the admission process;

(b) State clearly all deadlines for application, notification, housing, and candidates' reply requirements both for admission and financial aid;

(c) Furnish data describing the currently enrolled freshman class. Describe in published profiles all members of the enrolling freshman class. Subgroups within the profile may be presented separately because of their unique character or special circumstances;

(d) Avoid using disparaging comparisons of secondary or post-secondary institutions;

(e) Provide accurate information about the use/role of standardized testing in their institutions' admission process.

5. Avoid the use of unprofessional promotional tactics by admission counselors and other institutional representatives by *not*:

(a) contracting with secondary school personnel to provide remuneration for referred students;

(b) offering or paying a per capita premium to any individual or agency for the recruitment or enrollment of international as well as domestic students;

(c) Encouraging students to transfer if they have shown no interest in doing so;

(d) Compromising the goals and principles of this Statement.

6. Refrain from recruiting students who are enrolled, registered, or have declared their intent or submitted a contractual deposit with other institutions unless the students initiate inquiries themselves or cooperation is sought from institutions which provide transfer programs.

7. Understand the nature and intent of all admission referral services utilized by their institutions (including their alumni, coaches, students, faculty, and other institutional representatives) and seek to ensure the validity/professional competency of such services.

B. Secondary School Members agree that they will:

1. Provide a program of counseling which introduces a broad range of postsecondary opportunities to students.

2. Encourage students and their families to take the initiative in learning about colleges and universities.

3. Invite college and university representatives to assist in counseling candidates and their families about college opportunities.

4. Avoid using disparaging comparisons of secondary or post-secondary institutions.

5. Establish a policy with respect to secondary school representatives for the release of students' names. Any policy which authorizes the release of students' names should provide that the release be made only with the students' permission, consistent with State law and local regulations. That permission may be a general consent to any release of the students' names.

Secondary school representatives will, in releasing students' names, be sensitive to the academic, athletic, or other abilities of those students.

6. Refuse any reward or remuneration from a college, university, or private counseling service for placement of their students.

7. Be responsible for all personnel who may become involved in counseling students on post-secondary options available and educate them about the principles in this Statement.

8. Be responsible for compliance with State/federal regulations with respect to the students' right to privacy.

9. Avoid guaranteeing specific college placement.

10. Give precise information about the opportunities and requirements for all types of financial aid.

11. Indicate that the institution is a NACAC member and has endorsed the principles in this Statement.

C. Independent Counselor Members agree that they will:

1. Provide a program of counseling which introduces a broad range of post-secondary opportunities to students.

2. Encourage students and their families to take the initiative in learning about colleges and universities.

3. Invite college and university representatives to assist in counseling candidates and their families about college opportunities.

4. Avoid using disparaging comparisons of secondary or post-secondary institutions.

5. Refuse unethical or unprofessional requests (e.g., provision of the names of top students or athletes) from college or university representatives (e.g., alumni, coaches, or other agencies or organizations).

6. Refuse any reward or remuneration from a college, university, agency, or organization for the placement of their clients.

7. Be responsible for all personnel who may become involved in counseling students on post-secondary options, and educate them about the principles in this Statement.

8. Be responsible for compliance with State/federal regulations with respect to students' rights to privacy.

9. Avoid guaranteeing specific college placement.

10. Give precise information about opportunities and requirements for all types of financial aid.

11. Provide advertisements or promotional materials which are truthful and do not include any false, misleading, or exaggerated claims with respect to services offered.

12. Communicate with the school counselor about students whenever and wherever possible.

13. Consider donating time to students who need the services of an independent counselor but who are unable to pay.

14. Indicate that the NACAC member has endorsed the principles in this Statement.

D. All other members providing college admission counseling services to students agree to adhere to the principles in this Statement.

E. College fairs, clearing-houses, and matching services that provide liaison between colleges/universities and students will be considered a positive part of the admission process if they effectively supplement other secondary school guidance activities and adhere to this Statement.

3. What Thai Students Are Like

In your recruitment activity in Thailand, you will have many opportunities to talk to Thai students at various places such as university fairs, advising centers, or school campuses. Are you well prepared to initiate a conversation? How much are you familiar with them? Below are some brief descriptions about Thai students. Read them to get some ideas of what Thai students are like and how they select the a location for study overseas. It will help you understand their needs and interests and make your recruitment activities more fruitful.

(a) Thai Students

In Thailand, students are usually accepted at universities through an entrance examination (see pp. 46-53 for details). While most students apply for the examination in their sixth grade of high school (equivalent to the twelfth grade in the US), there are some who take a test called an "equivalency test" in their fifth or even fourth grade and obtain eligibility to challenge the entrance examination. If they pass the entrance examination following the equivalency test, they are allowed to enter university along with their seniors.

On the other hand, there are considerable numbers of students who challenge the entrance examination for the second time the following year as they are not content with the results of the first year. Many of them go to private tutoring schools to prepare for the coming year while attending any institution in which they are accepted.

As a result of these individual differences in entering universities, there exists some range in the ages of college students and their level of maturity is not always the same.

School life at a Thai university is considerably different from that at a US university. As is often observed in many Asian countries, authority and seniority play important roles both inside and outside of the classroom. There exists a definite hierarchy between teachers and students, and students are expected to respect and follow their teachers' directions. While questions and discussions are being more and more encouraged by teachers to facilitate students' learning, challenging a teacher is still almost a taboo.

The seniority system is also applied among students. Freshmen are thoroughly taught the *phii-nong* (older-younger) relationship from the sophomores at the very beginning of their first semester through a series of activities called "*rap-nong* (welcoming newcomers)." As *nong* (newcomer or younger) they learn appropriate manners (greetings, language, etc.) and attire (the smallest differences in their uniform, such as the design of skirts, color of shoes etc.).

Students from nearby locations usually commute to school from their parents' or relatives' homes while students from other provinces stay at dormitories. Very few students hold part-time jobs. They enjoy after-school hanging out with friends in shopping malls and so forth. Some spend their time in further studies of subjects such as languages and computers.

As with most of the world, being educated is far more crucial than anything else in Thai society. The educational background of a person directly affects the definition of his/her social status. It is clearly reflected, for example, in the promotion system of public officials that automatically corresponds to

the advanced degree which an employee holds. Overseas degrees are highly valued. Although many leading Thai companies deny that they favor overseas graduates, there is a strong belief among students that overseas degrees will secure job and social status in the long term. Such social conditions might account for the nearly unanimous desire among Thai students for a MBA from a US university.

(b) Thai Students and English

The official language of Thailand is Thai. Since its creation by a King of the Sukhothai period in the 13th century, the Thai language has been transmitted from generation to generation with a great sense of pride. As the only country in South-East Asia which has never been colonized, Thailand enjoys a unique and distinctive culture, and the language has played a significant role as a media of succession.

Consequently, Thais have less facility in English compared to people in neighboring countries. However, with the Thai economy attaining unprecedented economic growth internationally, English became an indispensable requirement for those working or interested in business as well as other fields.

At present, in public schools English is taught as an elective from the elementary grades onwards. In many private schools it is taught as a compulsory foreign language from first grade. There are well over 50 English language schools in Bangkok alone, and the English-learning population has been rapidly increasing.

The average score of TOEFL among Thais is 494, among the lowest in the Asian region along with the Japanese (499). Thailand ranks among the leading home locations of Intensive English Program (IEP) students in the United States (see p. 5 for IIE data).

(c) How Thai Students Select a Destination for Study Overseas

According to research conducted by Lawley and Blight (1997), Thai students regard the following four factors as the most important when selecting a destination country for study overseas:

(a) Qualifications recognized in home country;
(b) Standard of courses (high/good reputation of education);
(c) Safety;
(d) Cost.

In terms of recognition of qualifications, among the major destination countries (US, UK, Australia, Canada), the United Kingdom and the United States are perceived as superior to other two countries. In relation to the standard of courses, the United Kingdom is seen to have the highest standard, followed by the United States.

In terms of safety and cost, Australia is considered to be the best destination. The United States is perceived as least safe among the four countries.

Other important factors considered to be important by Thai students are availability of information, time to complete a course, opinion of family, lifestyle, racial discrimination and ease of entry to institutions.

Among the 253 students surveyed, 63 per cent responded that they had selected the destination country by themselves while 30 per cent said they had made the selection jointly with their family.

As for the primary source of funding, 59 per cent of the students are supported by their family, and 34 per cent combine several sources such as scholarships. Only 7 per cent are self-supported.

Given these findings, university recruiters from the United States might want to provide Thai students and their parents with thorough and detailed

information on their campus environment and expenditures as well as to emphasize the educational credibility of their courses and institutions.

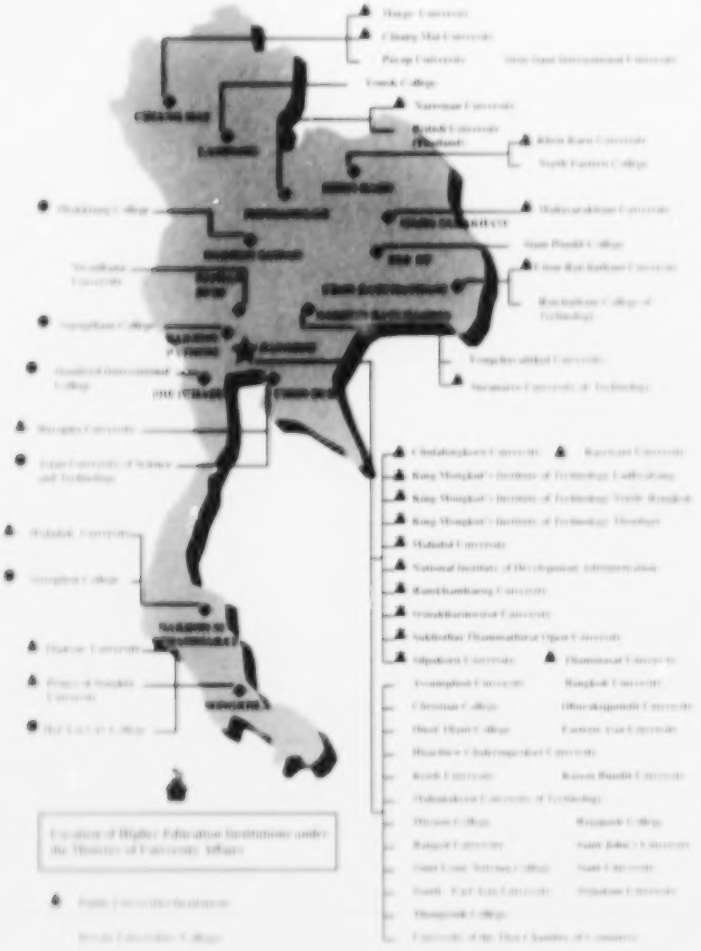
References

Educational Testing Service. *TOEFL Test and Score Data Summary*, 1996-97 edition.

Meredith Lawley and Denis Blight. *International Students: Resources for Choice of an Overseas Study Destination*. Research paper presented to the 11th Australian International Education Conference, 1997.

Section B
Higher Education in Thailand

Higher Educational Institutions in Thailand



Source: Ministry of University Affairs, *International Programs in Thai Higher Education Institutions*, 1997.

1. Historical Development of Thai Higher Education

Education as a government function is relatively new in Thailand, dating only from the last part of the 19th century. Until then, the only education of a semi-public nature was that offered by the Buddhist monasteries. Only a very small portion of the population, mostly male, received any formal education.

The mid-1800's marked the turning point of modernization in Thailand and the growth of Western influence. In an eventful reign which lasted 42 years (1868-1910), King Chulalongkorn (Rama V) was able to consolidate national independence while advancing vital modernization by introducing farsighted reforms. During his reign the influence of Western education was strongly felt. Centers of higher education were set up and consequently flourished.

The development of the country's system of higher education can be divided into three periods: the Early Modernization Period (1889-1931), the Post-1932 Revolution Period (1932-1949), and the Development Planning Period (1950-present date).

Ministry of University Affairs, *Universities in Profile*, 1993, pp. 11-14. By permission.

(a) The Early Modernization Period

The founding in 1889 of the first medical school, at Siriraj Hospital, marked the beginning of higher education in Thailand. That was followed by the establishment of a law school in the Ministry of Justice in 1897, the Royal Pages School (later known as the Civil Service College) in 1902, and the Engineering School at Hor Wang in 1913. The main purpose of those institutions was to train and prepare Thai youth for governmental service. In 1917, the first university in Thailand was instituted by Royal Decree, elevating the Civil Service College to university status and renaming it Chulalongkorn University. Originally, the university was formed by incorporating the Medical School and the Engineering School, which were established together, with the newly created Faculties of Arts and Sciences, Law and Political Science.

(b) Post-1932 Revolution Period

Immediately after the revolution of 1932, constitutional monarchy was adopted and the Government functioned under parliamentary democracy. A growing need was felt for political leaders and civil servants to be trained in the principles and application of democracy. In response to that new requirement, the University of Moral and Political Science, now known as Thammasat University, was founded in 1933. The university, with its unlimited admission of students in its initial stage, employed an open system making it Thailand's pioneer of the open university system. However, in later years, it transformed itself into a closed-admission type institution.

In 1943, three more universities were created: the University of Medical Sciences (Mahidol University), the Agricultural University (Kasetsart University), and the Fine Arts University (Silpakorn University). Once again, the main function of those institutions was to provide competent personnel in specialized disciplines and professions to serve in government administration. By the end of the 1940s, a total of five public universities were operating in Thailand.

(c) Development Planning Period

The history of planning for higher education began when the National Economic Council, currently known as the National Economic and Social Development Board (NESDB), was established in 1950. The objective was to provide advisory services in economic matters pertaining to studies on and preparations for, launching the country's first development plan which integrated manpower planning and other matters related to economic and social development. Thailand first national economic development plan was proclaimed in 1961.

The first six-year plan, followed by a five-year national economic and social development plan during the 1960s and the 1970s, opened a new era in the development of Thailand's higher education system in terms of expansion, innovation, and change.

(i) Expansion

Within a decade after the implementation of the first national economic development plan, three regional universities (Chiang Mai University in the north, Khon Kaen University in the north-east, and Prince of Songkla University in the south), were established successively between 1964-1967 as part of the educational decentralization program. Special attention was focused on engineering, agriculture, medicine and the natural sciences as the priority areas indicated by the acceleration in economic and social development.

Apart from the establishment of the regional universities, other important developments occurred in the late 1960s and early 1970s. In 1966, the National Institute of Development Administration (NIDA) was established as a graduate and post-graduate institution specializing in administrative and economic development. The other major graduate school located in Thailand, the Asian Institute of Technology (AIT), was chartered in 1967 by special legislation as an autonomous international graduate study center in technological education offering courses in physical science and engineering to students from all over Asia.

In 1971, the first technological university in Thailand, the King Mongkut's Institute of Technology, was founded. It was a consolidation of a number of technical colleges into three campuses. The Institute has since developed into three independent institutes. In 1974-1975, a similar trend took place

with the formation of Srinakharinwirot University by combining eight existing colleges of education and the transformation of the former Chiang Mai College of Agriculture into the Maejo Institute of Agricultural Technology.

In pursuance of the Government's policy of encouraging the private sector to participate in the educational process, another significant development occurred towards the end of the 1960s. The Private Institution Act of 1969 was enacted to govern the establishment and operation of private higher education institutions. The number of students admitted into the public universities was rather limited. Private colleges thus provided another opportunity for higher education. The services provided by private academic institutions were so effective that a year later, six additional private institutions were ready to carry out first-degree programs.

Private institutions normally operate largely from income derived from tuition. By helping to fulfill the country's skilled manpower demands, the technical and business degree programs those institutions offer are helping to meet the important needs of the business community. Clearly, the country's academic and business needs are closely intertwined.

In the Sixth National Higher Education Development Plan (1989-1991), private institutions were promoted and encouraged to share more responsibility in higher education. Consequently, they were granted some financial support from the Government in the form of revolving and research funds for improving their standards of education and opening more programs of study in the fields of science and technology.

In 1990, four public universities, (Burapha University, Naresuan University, Ubon Ratchathani University and Suranaree University of Technology), were established in order to expand educational opportunities in various regions in Thailand. Former campuses of Srinakharinwirot University, Burapha in the east, and Naresuan in the north, became universities with their own names. A campus of Khon Kaen University, Ubon Ratchathani, in the lower north-east, similarly became a university with its own name. Among these universities, Suranaree University of Technology has a different operational system. It was the first State university to move away from the traditional bureaucracy and begin operating under the autonomous administrative system with financial support from the Government in the form of block grants.

Resources and cooperation from various sources are mobilized to support the operation of the university. The university has its own Institutional Act empowering the University Council to make final decisions and its own rules governing academic staff. Programs of study offered by Suranaree University of Technology emphasize science and technology in order to enhance manpower strength and develop the technology necessary for national development. It is expected that under the new administrative system, Suranaree University of Technology will be effectively developed and strengthened in all aspects, and consequently by used as a model for other public universities which will become autonomous in the future.

A plan to set up another regional university in the south, in Nakhon Si Thammarat province, was approved at the beginning of 1990. Proper procedures of establishment and details of its operation are being carried out.

(ii) Innovations

A significant innovation during the Development Planning Period was the initiation of an open university conforming to the development policy to democratize higher education and promote the concept of lifelong learning. Founded on such a principle, Ramkhamhaeng University opened its doors in 1971 as Thailand's first open university, providing an effective and economical way to respond to the public demand for opportunity in higher education. Ramkhamhaeng University, from the start, adopted an open-admission system wherein attendance was not compulsory, but classroom facilities were made available. Ramkhamhaeng added another campus 10 years later to accommodate the great increase in the number of students.

To lessen the burden imposed on Ramkhamhaeng University as well as to broaden educational opportunities to secondary school graduates and working adults, a new open university, the Sukhothai Thammathirat Open University, was established in 1979. Differing from the former open university, Sukhothai Thammathirat adopted a distance teaching and learning system by integrating correspondence, radio, television and tutorial services at various study centers located throughout the country. Ramkhamhaeng and Sukhothai Thammathirat at present share some 60 per cent of the national higher education enrollment. The establishment of the two open universities constitutes one of the most important developments in Thailand's higher education system during the past two decades.

(iii) Change

The account of Thailand's higher education development would be incomplete without a mention of the significant administrative change implemented over the past decades.

The first important change occurred in 1959 when all the existing public universities, formerly attached to various ministries, were transferred to the Prime Minister's Office. The rationale for the transfer was to improve co-ordination among universities and facilitate cohesiveness in government support. The National Education Council was set up under the Prime Minister's Office in the same year to serve as a coordinating agency for the entire education system development planning. Another important change took place in 1982 when higher education was separated from the Prime Minister's Office to be independently operated by the Ministry of University Affairs.

Table 2. Growth of Thai universities, 1961 - 1997

Year	Number of Institutions		Number of Students		Number of Lecturers*		Overall Expenditure (Public Univ. Only)
	public	private	public**	private	public	private	(million baht)
1961	5	-	42,181	-	1,608	-	237
1966	9	-	35,688	-	3,185	-	623
1971	11	6	63,823	-	5,512	-	849
1976	13	6	161,363	-	9,648	-	1,833
1981	14	9	639,798	-	12,533	-	3,989
1986	16	12	675,480	42,122	14,052	1,490	5,299
1990	21	16	581,956	73,897	15,320	2,723	10,510
1995	22	31	713,281	159,329	17,499	5,622	24,707
1997	23	35	n.a.	n.a.	n.a.	n.a.	n.a.

Note: * Full-time lecturers only
** Including two open universities

(Source: Dr. Chantavit Sujatanond, *Higher Education in Thailand*, Ministry of University Affairs, 1995.)

2. Education System in Thailand and the Ministry of University Affairs

(a) Education System in Thailand

The education system in Thailand comprises four main levels: pre-school, primary, secondary and tertiary. Six-year primary schooling is compulsory, followed by three years of lower secondary schooling and then three years of upper secondary schooling. The duration for higher education is from four to six years at the bachelor's degree level, depending on the fields of study, approximately two years for a Master's degree and at least another three years for a Doctorate degree.

The overall long-term educational policy and development plan for all levels of education are formulated by the Office of the National Education Commission under the Office of the Prime Minister.

The higher education institutions are classified into four types:

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[1] Ministry of University Affairs, *Thai Higher Education in Brief*, 1990, p. 13. By permission.

(a) Public universities/institutions and private higher education institutions under the supervision of the Ministry of University Affairs.
(b) Technical, vocational, agricultural and teacher colleges under the jurisdiction of the Ministry of Education.
(c) Other specialized or professional training institutions, e.g., nursing colleges, Buddhist colleges, military and police academies etc., under other ministries and government organizations.
(d) An international institute, the Asian Institute of Technology (AIT) which has its own charter granted by the Thai Government.

(b) Ministry of University Affairs

(i) Role of the Ministry

The major role of the Ministry is to supervise and coordinate Thailand's public and private institutions of higher education with the exception of some specialized professional training center which fall under the jurisdiction of other ministries. The Ministry is also responsible for formulating educational policy within the framework of the national education development plan. Other tasks include standardization of curricula, personnel management and recommending areas for budget allocations.

(ii) Structure

The Ministry comprises of the Office of the Secretary to the Minister and the Office of the Permanent Secretary. It oversees the majority of the nation's institutes of higher learning.

(iii) Functions and Responsibilities

Office of the Secretary to the Minister of University Affairs: This office provides general administrative support and coordinates political affairs for the Minister. It administers the Minister's directives and monitors their implementation, while also serving as a liaison office for routine administrative affairs and political matters.

Office of the Permanent Secretary: This office, as the main body of the Ministry, is responsible for coordinating and overseeing the activities of public and private tertiary institutions. Its major tasks include the

formulation of higher education policies and the supervision of institutional development plans to ensure their legality and harmony with national development policy.

The Office also supervises and coordinates the establishment, expansion, merging or termination of universities, faculties or academic departments. Appraisal and endorsement of curricula and syllabuses are also part of its functions. Furthermore, it compiles statistical data and conducts research to support policy planning and implementation. Its other tasks include the distribution of budget allocations, the management of personnel, and coordination with national and international agencies in order to obtain technical assistance. It also monitors, accredits and supervises the granting of degrees at all private tertiary institutions.

3. Administrative Information on Thai Higher Education[1]

(a) Public Universities and Institutions

(i) Admission to Higher Education

After obtaining a secondary school or grade 12 certificate, admission to public tertiary universities and institutions is dependent on each candidate successfully passing the national university entrance examination which is organized by a committee comprising representatives from public universities and the Office of the Permanent Secretary. In addition, some public universities conduct their own entrance examinations, because of a quota system for some special programs.

(ii) Admission Requirements and Procedures

Admission to places of higher education is contingent upon each student:

> Completing 12 years of education at primary and secondary schools, and obtaining a grade 12 certificate or equivalent from the Ministry of Education;

[1] Ministry of University Affairs, *Thai Higher Education in Brief*, 1996, pp. 17-22. By permission.

- Being physically and mentally sound;
- Having sufficient financial security for the duration of his/her education;
- Not having been expelled from any other institution or learning on grounds of misconduct;
- Not having enrolled in more than one institution of higher education (except open universities) concurrently;
- Being able to serve in any Thai government agency as assigned after graduation, in the case of those who complete courses in medicine, dentistry, nursing and pharmacy.

(iii) Procedures of the Entrance Examination
The Joint Entrance Examination
The examination is used as a means of selecting the most suitable candidates for admission to public tertiary institutions, in view of the limited number of seats available in each institution. Currently, 15 institutions use this examination:

- Burapha University
- Chiang Mai University
- Chulalongkorn University
- Kasetsart University
- Khon Kaen University
- King Mongkut's Institute of Technology Chaokhuntaharn Ladkrabang
- King Mongkut's Institute of Technology Thonburi
- King Mongkut's Institute of Technology North Bangkok
- Mahidol University
- Naresuan University
- Prince of Songkhla University
- Silpakorn University
- Srinakharinwirot University
- Thammasat University
- Ubon Ratchathani University

Qualified students, seeking admission to public universities must apply in person for the joint entrance examination, which is usually held in April. The results are announced at the end of May. Applicants are entitled to apply to four different faculties at one or more universities of their choice. Those students whose results are deemed suitable by the universities are then required to undergo an interview, physical examination and aptitude test as required by some faculties.

Quota System and the University Special Programs
Provincial universities and provincial campuses of universities in Bangkok can use the quota system to fill 50 per cent of available places each academic year from all secondary schools in the region of the campus.

Additionally, some tertiary institutes admit vocational education certificate holders or higher vocational education certificate holders to their freshmen classes. Admission of those students is carried out by means of an individual entrance examination. The faculties of medicine at Chulalongkorn, Chiang Mai, Khon Kaen, Mahidol and Prince of Songkla universities, in cooperation with the Ministry of Public Health, admit approximately 15 per cent of students through the "Promotion of Medical Science Education for Rural Areas Project."

A number of students are also admitted through university special programs such as the "Development and Promotion of Science and Technology Talents Project," the "Sports Promotion Program" and the "Arts Promotion Program." For further information regarding those schemes, candidates should contact the respective institutions directly.

(iv) Media of Instruction
With the exception of some courses which are conducted in English, the media of instruction is Thai.

(v) Grading and Examination
Grading at all universities is based on the course unit system/semester credit. The number of semesters, credit load requirement, and the average and cumulative grade point for graduation are published in the universities

A quota system is utilized by regional universities in order to create more opportunity for students residing in their respective regions.

handbook. Generally, course evaluation is done at most universities by grades and the grade-point system for each credit as detailed in the following:

Table 3. Grade-point system

Grade	Meaning	Grade-Point
A	Excellent	4.00
B+	Very Good	3.50
B	Good	3.00
C+	Fairly Good	2.50
C	Fair	2.00
D+	Poor	1.50
D	Very Poor	1.00
F	Failure	0.00
I	Incomplete	-
W	Withdrawn	-
WF	Withdrawn due to Failure	-
AU	Audit	-

Normally, a student must obtain at least a 2.00 culminate grade-point average to graduate with a Bachelor's degree. A minimum of 80 per cent regular class attendance is required before the final examination can be taken (except where absence is due to illness or accident).

Both open universities, Ramkhamhaeng and Sukhothai Thammathirat, have their own grade-point system as the following:

Table 4. Open university grade-point system

Sukhothai Thammathirat	Ramkhamhaeng	Percent
H - Honor	G - Good	75-100%
S - Pass	P - Pass	60-74%
U - Failure	F - Failure	0-59%
I - Incomplete		

(vi) Stages of Higher Education: Degrees and Qualifications

Within the higher education system, the first professional qualification is the Bachelor's degree which is obtained after four years of tertiary study. In the fields of architecture, painting, sculpture, graphic arts and pharmacy, five years of tertiary study are required for a Bachelor's degree; medicine,

dentistry and veterinary science require six years of study. In some fields, an associate degree is available after the first three years of a bachelor course. The professional first degree in medicine, veterinary science and dentistry is that of "Doctor." In some of the above professions, additional post-degree study is required before the award of professional qualifications which allow the candidate to practice in his or her field.

Advanced studies of at least one but generally two years, combined with a thesis, lead to the award of a Master's degree. A Doctorate is awarded in some fields and requires an additional three years of study following a Master's degree.

An advanced diploma or certificate may be obtained after one or two years of course work. Such a diploma or certificate is intended for students who already possess a degree or professional qualification.

(vii) Academic Calendar

The Thai academic year runs from June to March. It is divided into two semesters with a six-week summer session during the country's hot season. The Relevant dates are:

First Semester:	
Registration	First week of June
Classes begin	Second week of June
Examinations begin	First week of October
First semester ends	Second week of October
Second Semester:	
Registration	Last week of October
Classes begin	First week of November
Examinations begin	First week of February
Second semester ends	Second week of March

The academic calendar can vary from one institution to another. Students are advised to contact the relevant university for exact dates.

(viii) Expenses

Fees vary between universities but in most cases are based on the credit system. Each subject or course is worth a certain number of credits. A course consisting of mainly lectures is generally worth three credits. Laboratory courses may be worth more. Tuition fees in this section are generally quoted "per credit". Thus to determine the cost per course, it is necessary to multiply that fee by the number of credits the course is worth. An approximate guide to fees is given below, although students are advised to contact the relevant institutions directly for more detailed information about particular courses.

Undergraduate Expenses

An approximation of the various undergraduate expenses at public universities is given below.

Tuition per credit:

Regular lecture course, approx. Baht 30-70;
Regular non-lecture course, approx. Baht 60-100;
Regular laboratory course, approx. Baht 100.

For the summer course, the rate may be double the above schedule.

Exceptions to the above schedule occur at the two open universities. For Ramkhamhaeng University, the rate is for both regular and summer course work, Baht 25 per credit for lectures. For Sukhothai Thammathirat Open University, the tuition fee is Baht 200 per course block (six credits).

Annual Fees: Baht 1,000-3,000

In addition to tuition fees, each student is required to pay between one and three thousand baht per annum for the education support fee, student activities, health services levy and breakage deposit.

Other Expenses: Baht 500-1,000 per annum

These expenses are for student registration, the issuing of a student identity card, the student status maintenance fee and other miscellaneous fees.

Post Graduate Expenses

Approximate expenses for a Master's candidate total around Baht 7,000-8,000 per annum and for a Doctorate candidate, approximately Baht 14,000 per annum. These rates may vary between institutions.

(b) Private Universities and Institutions

(i) Admission Requirements
Admission at the Bachelor's degree level is dependent on the candidate:

- Having a grade 12 certificate or its equivalent certified by the Ministry of Education;
- Being in good physical and mental health without any communicable diseases. Exceptions may be made following the recommendation of a medical doctor;
- Having a record of good behavior and good conduct;
- Successfully passing the institution's entrance examination.

Admission at the Master's degree level is dependent on the candidate already having a Bachelor's degree or its equivalent.

(ii) Entrance Examination
As part of their admission procedure, private institutions of higher education also conduct their own joint entrance examination alongside the Ministry of University Affairs' national entrance examination. Students may sit either or both examinations; success in either one will guarantee admittance. The entrance examination, conducted separately by each institution, follows the same procedures as these of the public university entrance examination: a written examination on such subjects as general knowledge, mathematics, Thai and English, followed by an interview, a physical examination and possibly an aptitude test. The overall details may vary between institutions.

(iii) Media of Instruction
The medium of instruction in private tertiary institutions is generally Thai although some universities, such as Bangkok University and the University of the Thai Chamber of Commerce, offer some courses in English. Assumption University offers instruction solely in English both at the undergraduate and graduate levels.

(iv) Grading and Examination

The same grading system as that used by the public universities is used by private universities. This is in addition to the specific graduate requirements of each institution.

(v) Academic Calendar

The regular academic year for private universities is from June to March. It comprises of two 16-week semesters and an eight-week summer session:

First semester:	June - October
Second semester:	November - March
Summer session:	April - May (eight weeks)

(vi) Expenses

Expenses vary between one private institution and another. The following figures indicate the average expenses only for general courses. More detailed information regarding fees may be obtained by contacting specific institutions:

Bachelor's degree (regular course)

Tuition fee per credit hour:	Baht 300-750
Annual expenses:	Baht 500-2,000 per annum
Miscellaneous expenses:	Baht 100-1,000 per annum

Master's degree (regular course)

Tuition per credit hour:	Baht 1,500-2,000
Annual expenses:	Baht 1,000-2,000

Personal expenses, including modest board and lodging are approximately Baht 3,000-4,000 per month.

4. University Profiles

Currently, there are 23 public and 35 private colleges/universities in Thailand. Below are their brief profiles. For further information contact each institution. Their addresses are available on pp. 111-123.

(a) Public Universities and Institutions

1. Burapha University

Founded: 1990
4,987 students
364 academic staff

Founded in 1955 as Bangsaen College of Education, the university later became a regional campus of Srinakharinwirot University. In 1990, it was granted university status in its own right and now caters to around 5,000 students from nine eastern provinces of Thailand. Burapha University is located at Bang Saen, a seaside town in Chonburi province, approximately 80 kilometers east of Bangkok.

In addition to the usual facilities which support the university's academic role, there is a University Medical Center with a 150-bed hospital providing medical services to the surrounding community. An aquarium and museum,

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Ministry of University Affairs, *Thai Higher Education in Brief*, 1996, pp. 25-91. By permission.

For profile of Thaksin University, contact the Ministry of University Affairs or the institution directly.

operated by the Marine Science Institute, is also located on campus. The Institute is also very active in marine research including such areas as aquaculture and coastal living resource management.

Faculties: Education; Engineering; Fine and Applied Arts; Humanities and Social Sciences; Nursing; Public Health; Science.

Other institutes: Art and Culture Institute; Institute of Marine Science; Research and Development Institute.

2. Chiang Mai University

Founded: 1964
15,767 students
1,493 academic staff

Situated in the northern city of Chiang Mai, this was the first university to be established outside of Bangkok. Located on a lush 725-acre campus at the foot of imposing Doi Suthep mountain, the university is approximately four kilometers from Chiang Mai city center.

Since its establishment in 1964, the university has grown from three to the current 16 faculties. Additional institutes, centers and offices, including a graduate school, are also encompassed by the university campus.

The focus of Chiang Mai University has always been three-fold, concentrating on education, research and service, with special attention being given to the priorities and needs of northern Thailand. It also encourages international cooperation and has established numerous contacts with foreign universities and institutions.

The library contains nearly 500,000 books, approximately 4,000 journals and over 8,000 audio-visual items. Tuition fees range from Baht 40-400 per credit.

Faculties: Agriculture; Associated Medical Sciences; Dentistry; Education; Engineering; Fine Arts; Humanities; Medicine; Nursing; Pharmacy; Science; Social Sciences.

Other institutes: Center for the Promotion of Arts and Culture; Institute of Science and Technology, Research and Development; Multiple Cropping Center; Research Institute for Health Science; Social Research Institute; Uniserv.

3. Chulalongkorn University

Founded: 1917
21,636 students
2,611 academic staff

Chulalongkorn is Thailand's oldest university, founded in 1917 by His Majesty King Vajiravudh (Rama VI). For nearly 20 years, in the early part of this century, it was the only institute of higher learning in the country. Its 500 acre campus is located in Bangkok's center, close to modern shopping malls and offices. Chulalongkorn University, or Chula for short, now offers over 270 study programs in 17 faculties and 16 specialized institutes and colleges, with over 2,500 faculty staff. In addition to modern laboratories and other facilities, the University also boasts a 10,000-seat stadium.

Chula's central library contains almost 1,000,000 volumes, as well as extensive collections of journals, CD-ROMs and audio-visual materials. Tuition at the University costs Baht 2,000 per credit.

Faculties: Allied Health Science; Architecture, Arts; Commerce and Accountancy; Communication Arts; Dentistry; Economics; Education; Engineering; Fine and Applied Arts; Law; Medicine; Nursing; Pharmaceutical Science; Political Science; Science; Veterinary Science.

Other institutes: Aquatic Resources Research Institute; Chula Unisearch, Energy Research Institute; Institute of Analytical Chemistry Training; Institute of Asian Studies; Institute of Asian Studies; Institute of Biotechnology and Generic Engineering; Institute of Health Research; Institute of Population Studies; Institute of Rural Development Technology; Language Institute; Metallurgy and Materials Science Research Institute; Police Nursing College; Sasin Graduate Institute of Business Administration; Thai Red Cross College of Nursing; the College of Public Health; the Language Institute; the Merchant Marine Institute; the

Petroleum and Petrochemical College; the Scientific and Technological Research Equipment Center.

4. Kasetsart University

Founded: 1943
14,175 students
1,684 academic staff

Founded in 1943, Kasetsart University (KU) today encompasses 14 faculties, a graduate school and a number of institutes and offices including KURDI, the University's research and development institute and the National Agricultural Extension and Training Center (NAETC). The newest center at KU is the Australian Studies Center (ASC), which was opened in late 1994. The University's Central Library houses over 250,000 books, has over 2,000 journal subscriptions and a range of audio-visual material.

The University has two campuses. One is at Bangkhen in Bangkok's northern suburbs, a few kilometers from Don Muang International Airport. The second campus, at Kamphaengsaen, is 80 kilometers to the north-west in Nakhorn Pathom province, on area which is large enough to accommodate experimental farms and research stations. The student population is over 14,000.

Tuition fees between Baht 3,000-5,000 per semester for undergraduates (approximately Baht 50-100 per credit) and between Baht 6,000-10,000 per semester for postgraduate courses.

Faculties: Agriculture; Agro-industry; Economics and Business Administration; Education; Engineering; Fisheries; Forestry Humanities; Science; Social Sciences; Veterinary Medicine.

Other institutes: Australian Studies Center; Institute of Food Research and Product Development; National Agricultural and Agro-Industrial Product Improvement Institute; Office of Extension and Training; Office of International Agriculture; Office of the Agricultural and Cultural Museum; Regional Community Forestry Training Center (RECOFTC); Research and Development Institute.

5. Khon Kaen University

Founded: 1964
11,053 students
1,560 academic staff

Khon Kaen University was the first university to be established in the north-eastern region of Thailand. Today, it comprises 16 faculties, a graduate school, and several institutes and centers. The University library contains over 130,000 books and has 1,000 magazine subscriptions.

Faculties: Agriculture; Architecture; Associated Medical Sciences; Dentistry; Education; Engineering; Humanities and Social Sciences; Medicine; Nursing; Pharmaceutical Sciences; Public Health; Science; Technology; Veterinary Science.

Other institutes: Esarn Cultural Center; Queen Sirikit Heart Center of the North-east; Research and Development Institute.

6. King Mongkut's Institute of Technology Ladkrabang

Founded: 1971
8,597 students
567 academic staff

King Mongkut's Institute of Technology Ladkrabang (KMITL) was established in 1971 as the Ladkrabang campus of KMIT and became a full national university in 1986. As one of the largest universities of science and technology in Thailand, KMITL currently has over 9,000 students in 43 Bachelor's degree programs, 19 Master's degree programs and a Doctorate program in electrical engineering. More than half of the library's 150,000 books are in English. Tuition fees are approximately Baht 500 per credit.

The Institute is located in Ladkrabang district, approximately 30 kilometers east of Bangkok and close to the proposed second Bangkok International Airport. It may conveniently be reached by rail from Bangkok's Central Railway Station (Hualampong) or by road through Sukhumvit Road 77.

Faculties: Agricultural Technology; Architecture; Engineering; Industrial Education

7. King Mongkut's Institute of Technology North Bangkok

Founded: 1959
9,800 students
454 academic staff

The development of Thailand's technical manpower has been the principal task of King Mongkut's Institute of Technology, North Bangkok (KMITNB), since its founding in 1959. From an initial 50 students to around 10,000 at present, the Institute has grown considerably over the years, progressively offering Certificate, Diploma, Bachelor and Master awards, culminating in a Doctorate of Technical Education which was offered for the first time in 1991.

KMITNB now comprises three faculties, a graduate school, and a number of institutes and centers. Fifty-five programs of study are currently available and the Institute has plans to introduce special programs in English. Also planned is a new campus in Chacheongsao province, approximately 50 km east of Bangkok, and a new staff development and training center in Prongyow district.

In its quest to train technical teachers and administrators in conjunction with increasing the country's technical manpower, KMITNB has established strong links with many international organizations in many countries including Australia, Canada, France and Germany, among others.

Faculties: Applied Science; Engineering; Technical Education.

Other institutes: College of Industrial Technology; Institute of Technical Development for Industry; Institute of Technical Education Development; Thai-French Innovation Center.

8. King Mongkut's Institute of Technology Thonburi

Founded: 1960
3,946 students
362 academic staff

King Mongkut's Institute of Technology Thonburi (KMITT), has consistently produced competent graduates in the fields of science and technology since its founding in 1960. Situated on a 52-acre site in Bangkok's western suburbs, the well-equipped campus has boarding facilities and recreational areas, and is close to banking and other necessities. The University has seven faculties, two institutes and four centers including the Institute of Scientific and Technological Research and Services and the Computer Center.

The central library contains nearly 95,000 books, and over 11,000 journals and magazines, as well as CD-ROM and other audio-visual material. Students also have access to outdoor track and athletic fields. Tuition fees range between Baht 80-200 per credit.

KMITT dedicates itself exclusively to the preparation of students for the engineering, architectural, science and technology professions. It stresses achieving a high degree of professional excellence.

Faculties: Engineering; Industrial Education; Science; Energy and Materials.

Other institutes: Institute for Scientific and Technological Research and Science; Pilot Plant Development and Training Institute.

9. Maejo University

Founded: 1934
3,521 students
201 academic staff

Maejo University has remained tightly linked to agriculture. In 1994, it commemorated its 60th year as a teaching institution which focuses on practical agriculture. The Institute strives to strengthen its curricula

accordingly as well as provide higher education to the rural sector of the country.

Surrounded by suburban and rural settings, the main campus is situated 12 kilometers north-east of Chiang Mai. In 1992, Maejo Institute served as the venue for the Fourth Asia Pacific Orchid Conference. Recent additions to the 320-acre campus have been a Biotechnology Center, a gymnasium (one of the venues for the 18th SEA Games) and the Orchids and Ornamental Plants Center. There are around 51,000 titles in the Institute's library. Tuition fees range between Baht 40-1,000 per credit.

Faculties: Agricultural Business; Agricultural Production.

Other institutes: Ban Pong Forest Research and Training Station; Office of Agricultural Research and Extension.

10. Mahasarakham University

Founded: 1994
3,200 students
Academic staff: N/A

Established in December 9, 1994, Mahasarakham University is situated in north-eastern of Thailand, approximately 500 kilometers from Bangkok. It has grown quite rapidly and now caters for over 3,000 students in four faculties. The library houses over 215,000 books and nearly 2,000 magazines and journals. Tuition fees for undergraduates range between Baht 60-100 per credit and Baht 250-300 per credit for graduate students.

Faculties: Education; Humanities and Social Sciences; Science; Technology.

Other Institutes: Research Institute of Northeastern Art and Culture; Walai Rukhavej Research Institute.

11. Mahidol University

Founded: 1943
13,364 students
2,306 academic staff

Established in 1943, Mahidol University caters for over 13,000 students in 10 faculties and several institutes. Its main campus is in the Bangkok suburb of Bangplad, on the western bank of the Chao Phraya River, a second campus is situated to the west of Bangkok in Nakhon Pathom province. The library contains approximately 41,000 books. Tuition fees range between Baht 100-200 per credit for undergraduate studies.

Faculties: Dentistry; Environment and Research Studies; Engineering; Medical Technology; Medicine; Nursing; Pharmacy; Public Health; Science; Social Sciences and Humanities; Tropical Medicine.

Other institutes: ASEAN Institutes for Health Development; Institute of Language and Culture for Rural Development; Institute of Nutrition; Institute of Population and Social Research; Institute of Science and Technology for Research and Development.

12. Naresuan University

Founded: 1990
1,945 students
241 academic staff

Naresuan University, in the central northern city of Phitsanulok, was established in 1990 and now comprises six faculties and a graduate school which service nearly 2,000 students. The University's main campus is situated 12 kilometers south of Phitsanulok on approximately 600 acres. A second campus is located within the downtown area of the city. The majority of the student population come from secondary schools in nine lower northern provinces. The University has student residence halls in Phitsanulok and is currently constructing several on the main campus.

The University is, in fact, currently undergoing a building expansion program which when completed, will see many new buildings and facilities

available for academic use. One of the new facilities is an indoor sports stadium on the main campus. Naresuan's library contains over 115,000 books and 715 journals. Tuition fees range between Baht 40-500 per credit.

Faculties: Education; Human and Social Sciences; Science.

13. National Institute of Development Administration (NIDA)

Founded: 1966
7,368 students
166 academic staff

The National Institute of Development Administration (NIDA) is a dynamic, unique, service-oriented university which seeks to meet many of Thailand's critical needs in development administration.

Situated north-east of Bangkok, NIDA, through its research, teaching and training facilities, seeks to provide skills for application at the community, national and regional levels. It has several schools which are constantly evolving as well as adapting the latest technology and methodology. It is recognized as a leading quality institution, especially in the fields of policy planning and management.

NIDA's library contains over 175,000 books and 600 magazine and journal titles. Tuition fees range between Baht 500-5,500 per credit.

Faculties: Applied Statistics; Business Administration; Development Economics; Public Administration; Social Development.

Other institutes: Language Center; Research Center.

14. Prince of Songkla University

Founded: 1967
10,030 students
1,356 academic staff

Prince of Songkla University (PSU) was the first university to be established in southern Thailand. It has grown considerably since its establishment in 1967 and is now a medium-sized, multidisciplinary institution spread over five geographical sites. The three main campuses are located at Pattani, Hat Yai and Phuket. In addition, there are educational extension programs in both Surat Thani and Trang provinces.

The Pattani campus is located on 380-acres bordering the Gulf of Thailand in the sleepy southern town of Pattani. The Hat Yai campus was established in 1971 and is now the largest campus in terms of the number of students and facilities. The most recent campus of the University is located on the beautiful island of Phuket. Together, the three campuses and two education extension sites cater for over 10,000 students and boast a wide range of facilities and centers. The central library contains over 130,000 books and 500 journals as well as audio-visual material. Tuition fees at the University range between Baht 70-500 per credit.

The philosophy of the university is based upon the belief that a university should support both basic and applied research as well as the dissemination of knowledge without paying heed to any geographic boundaries. In keeping with this belief, PSU has actively pursued projects and activities that focus on local, regional and global communities.

Faculties: Dentistry; Education; Engineering; Humanities and Social Science; Management Science; Medicine; Natural Resources; Nursing; Pharmacy; Science; Science and Technology.

Other institutes: Institute of Art and Culture; Islamic Studies College; Office of Research and Development; Scientific Equipment Center Project.

15. Ramkhamhaeng University

Founded: 1971
308,810 students
760 academic staff

Ramkhamhaeng University (RU) is committed to the concept of providing quality education both at the undergraduate and graduate levels. Being the first open university in Thailand, Ramkhamhaeng strongly emphasizes the

principle of equality; thus those interested in pursuing their studies at RU are welcome regardless of race, religion, age, sex or income, so long as they satisfy the entrance qualifications. The University strives to achieve this goal without compromising academic excellence. The atmosphere of a free, democratic spirit of inquiry and discussion is fostered and encouraged across the campus.

The main campus is situated on a 125-acre site in the eastern Bangkok suburb of Huamark. Recently, a second campus, Bangna, was established on a 60-acre site on the Bangna-Trad highway, about 25 kilometers east of the main campus.

In the open-admission environment of Ramkhamhaeng, class attendance is optional and the instructional system is a combination of on-campus instruction and distance learning through mail, radio, television and other modern facilities. Students can choose either or both modes of instruction to suit themselves. Textbooks, recorded audio and video lessons as well as other instructional materials are available to students for home study. The University provides many facilities such as a health and medical center, computer services, and language and science laboratories.

The library contains over 500,000 titles and 100,000 journals. Tuition fees are Bath 25 per credit.

Faculties: Business Administration; Economics; Education; Humanities; Law; Political Science; Science.

16. Silpakorn University

Founded: 1943
4,669 students
593 academic staff

Founded in 1943, Silpakorn University consists of nine faculties and a graduate school as well as several institutes and centers. Its main campus is located in Bangkok while its Sanamchan Palace campus is located in Nakhon Pathom province, to the north-west of the capital. The library contains about 300,000 books, nearly 2,000 magazines as well as journals plus audio-visual material.

Faculties: Archaeology; Architecture; Arts; Decorative Arts; Education; Industrial Technology; Painting, Sculpture and Graphic Arts; Pharmacy; Science.

Other institutes: Institute of Research and Development; Institute of Western Region Culture; Princess Maha Chakri Sirindhorn Anthropological Center.

17. Srinakharinwirot University

Founded: 1949
7,103 students
1,524 academic staff

Now in its fifth decade, Srinakharinwirot University (SWU) offers around 70 degree programs and over 50 post graduate programs to students. It houses 13 faculties, a graduate school and a number of institutes, centers and offices. The University is also involved in a wide range of applied research and development programs.

The main campus is situated in Bangkok and covers three separate sites: Prasanmit, Patumwan and Bangkhen which house many of the University's modern facilities including the health center and gymnasium, and the Institute of Eco-Tourism. The central library contains over 325,000 books, 26,000 journals together with video and other audio-visual material. A regional campus of the university is located at Songkhla in Southern Thailand. A new campus, 60 kilometers from Bangkok at Ongkharak, is under construction.

SWU encourages a high standard of teaching through the active promotion of research aimed at assisting in Thailand's development, particularly in the fields of science and health science. Strong emphasis is also placed on community involvement both by the staff and students. Self-dependency is also a quality strongly promoted at SWU. Tuition fees for graduates range between Baht 50-200 per credit; for graduate students, fees range between Baht 180-600 per credit.

Faculties: Education; Engineering; Humanities; Medicine; Physical Education; Science; Social Sciences; Technology.

Other institutes: Educational and Psychological Test Bureau; Institute for Southern Thai Studies; Institute of Asia-Pacific Studies; Institute of Research in Behavioral Sciences; Institute of Eco-Tourism; Institute of Southern Thai Studies.

17. Sukhothai Thammathirat Open University

Founded: 1978
207,400 students
346 academic staff

The country's second open university, Sukhothai Thammathirat Open University (STOU), instructs its students through modern telecommunication media such as television and radio broadcasts. This distance teaching-learning system allows students greater flexibility in their daily lives and enables them to study on their own without the need to enter an actual classroom. Thus Sukhothai Thammathirat Open University effectively reaches students who might otherwise be excluded from obtaining a tertiary degree. It promotes the concept of life-long education which will enhance the community and the quality of individual lives.

STOU has expanded significantly since its establishment to include 10 schools, a graduate school and 10 offices on campus, with another 75 study centers located throughout the Kingdom. STOU has endeavored to introduce new technologies and skills to Thailand through its educational projects such as the National Printing Training Center located on The STOU campus. The central features of the campus grounds, incorporating the environmentally aesthetic Rajmungkhalapisek Educational Park, include the Symbolic Pavilion and the King Rama VII Memorial Statue which characterize the awareness and preservation of Thai culture by STOU.

STOU is located off Changwattana Road in Nonthaburi province, approximately five kilometers from Viphavadi Rangsit Road and the Don Muang tollway, providing convenient access to Bangkok's Don Muang International Airport and the capital itself.

Its library stocks over 73,000 volumes and nearly 2,000 magazine and journal titles. Undergraduate tuition fees are Baht 200 per course block (six

credits), while graduate tuition fees are Baht 5,000 per course block (five credits).

Faculties: Agricultural Extensions; Communication Arts; Economics; Educational Studies; Health Science; Home Economics; Law; Liberal Arts; Management Science; Political Science.

19. Suranaree University of Technology

Founded: 1990
996 students
Academic staff: N/A

Suranaree University of Technology is situated in the north-eastern town of Nakhon Rachasima and is dedicated to the pursuit of excellence in all its endeavors. Founded in 1990, it caters for nearly 1,000 students in five institutes. The library contains over 10,000 books, with over half printed in English. Tuition fees are Baht 500 per credit.

Faculties: Agricultural Technology; Industrial Technology; Resource Technology; Science; Social Technology.

Other institute: Institute for Research and Development.

20. Thammasat University

Founded: 1933
14,930 students
792 academic staff

The second oldest university in Thailand, Thammasat University comprises 11 faculties and a graduate school. Since its foundation in 1933, the University has produced 3,000 graduates per year contributing significantly to the country's development.

The university is housed on two campuses, and a third is under construction. The original campus at Tha Prachan is in the heart of Bangkok on the eastern bank of the Chao Phraya River. The second campus is at Rangsit on

the northern outskirts of the city. In order to service the rapidly developing eastern seaboard, a third campus is under construction at the seaside town of Pattaya. Tuition fees at Thammasat University range between Baht 200-1,200 per credit.

Faculties: Commerce and Accountancy; Economics; Engineering; Journalism and Mass Communication; Law; Liberal Arts; Medicine; Political Science; Science and Technology; Social Administration; Social and Anthropology.

Other institutes: Human Resources Institute; Information Processing Institute for Education and Development; Institute for the Continuing Education and Social Service; Institute of East Asian Studies; Language Institute; Thai Khadi Research Institute.

21. Ubon Rachathani University

Founded: 1990
697 students
119 academic staff

Ubon Rachathani University (UBU), in Thailand's north-east, was originally a regional campus of Khon Kaen University but was upgraded to a university in its own right in 1990. Situated on 5,228-rai (approximately 2,100 acres), it is the fifth largest university campus in Thailand.

URU aims to improve the quality of life as well as expand the educational opportunities of the north-eastern (Isarn) people. Indeed, half the total number of students are high school graduates from Isarn who have gained admittance through a special regional quota scheme. UBU also provides various training programs to local communities in order to further the development of local human resources.

The library contains over 18,000 books as well as journals, CD-ROMs and audio-visual materials. Tuition fees range between Baht 40-100 per credit.

Faculties: Agriculture; Engineering; Science.

Other institutes: Institute of Language and Culture.

22. Walailak University

Founded: 1992
Opening: 1997

Walailak University will open its doors to students in June 1997. Currently under construction, the main campus is situated in Tasala district of Nakhon Si Thammarat province, approximately 800 kilometers south of Bangkok. It is easily accessible by air, rail and road, and is being close to the tourist resort of Samui Island.

Walailak University features an innovative autonomous administration system, thus allowing more flexibility is its educational programs. It will follow a trimester academic calendar and initially offer Bachelor's degree programs.

(b) Private Universities and Institutions

1. Assumption University

Founded: 1969
13,132 students
610 academic staff*

ABAC, or Assumption University as it is now known, was initiated in 1969. Beginning with only 51 students, the University has grown to a student body of more than 13,000. Some of its faculty members are drawn from business circles and government offices, which helps keep students closely associated with the pragmatic aspects of business.

Globalization and internationalization have always played a major role in the University's development, and English is used as the main media of instruction. Students from over 40 nations are currently attending the University. Twenty-five nationalities constitute the full-time teaching staff. In addition, a number of bilateral agreements with universities in Europe, the United States and Australia have resulted in exchanges of students and faculty members.

The University is situated in the eastern suburbs of Bangkok. The library contains some 300,000 books and 1,200 journals. Resources are also available on CD-ROM as well as microfilm, tapes, and other audio-visual materials. Undergraduate tuition fees are Baht 700 per credit; Master's degree tuition is Baht 3,000 per credit and Doctorate, Baht 6,000 per credit.

For profiles of newly opened institutions, i.e., Asian University of Science and Technology, British University, Dusit Thani College, Eastern Asia University, Hat Yai City College, Nivadhana University, Stamford International College, and Sirin Siam International University, contact the Ministry of University Affairs or the respective institution directly.

* An asterisk following an academic staff total denotes that the figure is based on 1993 statistics.

Faculties: Arts; Business Administration; Camillian Nursing Science; Communication Arts; Engineering; Insurance; Law; Science and Technology.

Other institutes: Center for Institutional Research; Center for Research in Business; Center for Software Development; Ethics and Religion Research Center; Internet Au Net; Internet Knowledge Service Center; Human Resource Development Center; International Center; Office of Thai Arts and Culture.

2. Bangkok University

Founded: 1962
21,447 students
797 academic staff*

Bangkok University is a private, non-profit co-educational institution under the patronage of the Bangkok University Foundation. It aims to produce competent tertiary students, well versed in both practical and academic affairs, who are able to serve the community with self-confidence and pride. Bangkok University's programs generally concentrate in the fields of social and natural sciences, humanities and technology. It also encourages students to undertake research into worthwhile areas as well as instilling a sense of national pride by preserving and passing on the country's rich cultural heritage.

The University has two well-equipped campuses: the city campus, located in the southern part of Bangkok on Rama IV Road, and the Rangsit Campus on the city's northern outskirts. In addition to teaching facilities, the campuses have many student support services including language laboratories, photographic darkrooms, and cafeterias. The library houses around 150,000 books and nearly 2,000 magazines. The cost of tuition is Baht 800 per credit.

Faculties: Accounting; Business Administration; Communication Arts; Economics; Fine and Applied Arts; Humanities; Law; Science.

Other institutes: Center for Promotion of Human Resources; Institutional research and Evaluation Office; Language Institute.

3. Christian College

Founded: 1983
220 students
47 academic staff*

Christian College was founded upon a belief in the love of Jesus Christ and His sacrifice for humankind without any discrimination on the basis of race, gender, religion or political beliefs. It is located in central Bangkok.

The College aims to develop its nursing students so as to gain knowledge and skill in the nursing profession, general education and other related subjects that will equip each student to serve the community in promoting good health.

The College library contains just over 8,000 books and nearly 500 magazines. For four years of study, tuition fees are approximately Baht 216,000.

Faculty: Nursing.

4. Dhurakijpundit University

Founded: 1968
17,000 students
335 academic staff*

Dhurakijpundit University aims to produce high-quality, competent graduates endowed with a deep sense of professional pride, with the main emphasis being placed on business administration and related fields.

The University was founded in 1968 and now encompasses seven faculties and a graduate school. It also houses the Asia-Pacific Development Communication Center (ADCC), an Educational Technology Center and a Computer Center. Dhurakijpundit is also fully equipped with modern teaching and research facilities, a comprehensive library containing over 100,000 books, and a sports complex on campus. Tuition fees range between Baht 600-2,000 per credit.

The University campus is located on Prachachuen Road in the northern Bangkok suburb of Don Muang.

Faculties: Accountancy; Business Administration; Communications Arts; Economics; Humanities; Law.

Other institutes: Asia-Pacific Development Communication Center; Business Technical Service Center; Cultural Center; Educational Technology Center.

5. Huachiew Chalermprakiet University

Founded: 1981
2,066 students
126 academic staff*

Huachiew Chalermprakiet University was established in 1992 by members of Thailand's Chinese community under the patronage of the Poh Teck Tung (PTT) Foundation. The University's roots date back more than half a century when a school for midwives was established at Hua-Chiew Hospital in 1941. The school was upgraded to a college in 1981 and then finally to a university in 1992.

The main campus of the University occupies a 60-acre site on the Bangna-Trad Road in Samut Prakarn province, some 18 kilometers from Bangkok, and boasts many facilities including an auditorium, laboratories, exhibition halls and recreational areas. A second campus, providing nursing training and non-degree programs is located in the Yossey area of downtown Bangkok. Tuition fees range between Baht 450-2,000 per credit.

Huachiew Chalermprakiet University emphasizes social service through the provision of equal opportunities in education together with the religious ideals drawn from the Buddhist precepts.

Faculties: Associated Medical Sciences; Humanities; Management Science; Nursing, Pharmacy; Physical Therapy; Public Health and Environment; Science and Technology; Social Work.

6. Kasem Bundit University

Founded: 1987
7,567 students
260 academic staff*

Comprising seven faculties and a graduate school, Kasem Bundit University seeks to produce graduates who will contribute to society and the nation. It seeks to instill in each person a sense of pride and respect for professional ethics while teaching them to be creative in their thinking and critical in their analysis.

Founded in 1987, the University has a well-stocked library, including material stored on CD-ROM, and its current student population is over 7,000. Tuition fees range between Baht 600-2,000 per credit.

Faculties: Architecture; Business Administration; Communication Arts; Engineering; Law; Liberal Arts; Science and Technology.

7. Krirk University

Founded: 1970
2,896 students
Academic staff: N/A

Founded in 1970, Krirk University (formerly the Institute of Social Technology) aims to produce graduates with a fully rounded education, enabling them to become responsible citizens, capable of supporting the country's development while maintaining a uniquely Thai identity.

Situated in the northern suburbs of Bangkok, the University has four faculties and a student population of nearly 3,000. Its library contains around 38,000 books and over 300 magazines and journals. Tuition fees range between Baht 450-2,000 per credit.

Faculties: Business Administration; Communication Arts and Liberal Arts; Economics; Law.

8. Mahanakorn University of Technology

Founded: 1990
2,607 students
213 academic staff*

One of the country's most rapidly growing technical universities, Mahanakorn University of Technology (MUT) focuses mainly on the areas of engineering, technical and veterinary science. It has a healthy and productive research and development program, especially in the fields of integrated circuitry, computer equipment and systems designs as well as telecommunication systems. The university's library contains over 37,000 books as well as journals, and audio-visual and CD-ROM resources. MUT's laboratories are particularly well equipped and the university aims to produce top quality students through ensuring that top academic and professional standards are met at all times. Tuition fees are approximately Baht 50,000 per annum.

Faculties: Business Administration; Engineering, Science.

9. Mission College

Founded: 1986
336 students
46 academic staff*

Mission College was established by the Christian Medical Foundation of Seventh-Day Adventists. The College seeks to integrate modern higher education with a profound respect for the religious and spiritual aspects of Thai social life, both for the student and for the wider community. This holistic approach emphasizes the role of personal religion in the lives of its students, giving them a thorough grounding in ethics and morals with which to conduct their lives.

The main campus is situated in Bangkok. Its library contains over 25,000 books. Another campus is situated in the town of Muaklek in Saraburi province, about 100 kilometers north of Bangkok. Tuition fees range between Baht 1,000-1,500 per credit.

Faculties: English; Business Administration; Nursing.

10. North-Eastern College

Founded: 1988
2,904 students
82 academic staff*

Situated in the city of Khon Kaen, the North-Eastern College aims to provide education opportunities for the less fortunate in the region. It strives to produce high caliber graduates who possess strong moral responsibility to themselves and the community. The College's library has around 12,000 books and 75 journals.

Faculties: Business Administration; Communication Arts; Engineering.

11. Payap University

Founded: 1974
6,300 students
295 academic staff*

Payap University, established by the Foundation of the Church of Christ in Thailand, strives to adhere to its motto, "Truth and Service," by encouraging the pursuit of excellence both in academic and personal fields combined with a greater social responsibility to the wider community.

The University is located in the northern city of Chiang Mai. Library resources include 100,000 books and 600 magazines and journal titles. Tuition fees at Payap University are Baht 600 per credit.

Faculties: Accountancy, Finance and Banking; Business Administration; Humanities; Law; Science; Social Science; Nursing; Theology.

Other institutes: Center for Arts and Culture; Christian Communications Institute; Human Resources Development Center; Institute of Life and Science.

12. Phakklang College

Founded: 1986
1,007 students
44 academic staff*

Located in central Thailand in the town of Nakhon Sawan, Phakklang College comprises four faculties offering 16 majors. The College was founded in 1986.

Faculty: Business Administration.

13. Rajapark College

Founded: 1993
328 students
Academic staff: N/A

Situated in eastern Bangkok, Rajapark College currently offers academic programs in engineering and business administration.

As a relatively new tertiary college, Rajapark seeks to foster the creative spirit within individuals which will allow then to work in harmony with the social and natural environments which surround them. Its library contains nearly 5,000 books. Tuition fees at the College are Baht 750 per credit.

14. Ratchathani College of Technology

Founded: 1993
385 students
Academic staff: N/A

Ratchathani College of Technology is situated in the north-eastern town of Ubon Ratchathani. It consists of five faculties and offers Bachelor's degree and diploma programs. It aims to produce knowledgeable and talented people who are responsive to the needs of the community.

Faculties: Business Administration; Communication Arts; Engineering; Law; Nursing.

15. Rangsit University

Founded: 1986
12,189 students
650 academic staff*

Rangsit University, located on the northern outskirts of Bangkok, aims to fuse the pursuit of academic excellence with a tolerance of spirit that will benefit the individual and society as a whole. The University is dedicated to providing competent graduates who will assist in the nation's development as well as being a value to society. Opening in 1986 with under 500 students in only two faculties, the University has expanded greatly over the last decade and now boasts 13 faculties and several centers. Over 1,700 students graduated in 1994. The library contains 39,000 books and over 500 journals. Tuition fees range between Baht 800-5,000 per credit.

Faculty: Architecture; Biotechnology; Business Administration; Communication Arts; Engineering; Fine Arts; Liberal Arts; Medicine; Medical Technology; Nursing, Pharmacy; Physical Therapy; Science.

Other institute: Art and Cultural Center.

16. Saengtham College

Founded: 1975
246 students
18 academic staff*

Saengtham College was founded on the principle that priests should be familiar with the cultural differences of the nations in which they serve and that they recognize the specific needs of their communities. Situated in the town of Nakhon Pathom, approximately 60 kilometers north-west of Bangkok, Saengtham College caters for just over 200 students in the fields of theology and philosophy. Its library contains 15,000 books. Tuition fees are Baht 200 per credit.

Faculties: Divinity; Humanities.

17. Saint John's College

Founded: 1989
3,182 students
152 academic staff*

St. John's College offers a continuous program of education that starts at the kindergarten level and extends through elementary, secondary, vocational and technical, university and postgraduate studies.

At the university level, St. John's offers degree programs in Business Administration, Communication Arts, Liberal Arts, Law and Engineering Technology.

The modern, ever-expanding campus of St. John's is located at the Vibhavadee-Rangsit Highway, Lad Prao intersection, just a few kilometers from central Bangkok. It is on the route of the new rapid transit system. At St. John's, the emphasis has always been on excellence in education. It aims to produce quality graduates with high ethical standards, who can immediately assume a productive role in society.

The library contains over 12,500 books. The tuition fees is Baht 600 per credit.

Faculties: Business Administration; Communication Arts; Engineering; Liberal Arts.

Other Institutes: Alliance Francaise de Bangkok of St. John's, Office of the University of Cambridge Local Examination Syndicate, St. John's Management Center - Dale Carnegie Training.

18. Saint Louis Nursing College

Founded: 1986
228 students
45 academic staff*

St. Louis Nursing College, under the patronage of the Roman Catholic Archdiocese of Bangkok, was accredited with university status in 1989. Realizing the country's need for health professionals, especially nurses, the College endeavors to provide the nation with competent and responsible graduate nurses.

The College is committed to providing quality academic programs that foster professional development and personal growth and which advance the nursing and health care profession. The library contains nearly 13,000 books and over 100 journals. Tuition fees range between Bath 500-1,500 per credit.

19. Siam Pundit College

Founded: 1985
30 students
3 academic staff*

Situated in the north-eastern town of Roi Et, the mission of Siam Pundit College is to provide tertiary education opportunities for people of the north-eastern region. Originally established in 1960 as Roi Et School, the College has been progressively upgraded over the years until it was recognized as an institution of higher education by the Ministry of University Affairs in 1985. Siam Pundit College has one faculty.

Faculty: Business Administration.

20. Siam University

Founded: 1973
16,318 students
354 academic staff*

In order to help develop the nation's human resources, Siam University emphasizes academic and professional excellence together with a firm grounding in ethics and morals which are in accordance with the Buddhist philosophy that: "Wisdom is the invaluable property of humankind."

The campus is situated in Bangkok. The central library contains over 85,000 volumes; There are over 500 current periodical subscriptions. Tuition fees at Siam University range between 600-1,000 baht per credit.

Faculties: Business Administration; Communication Arts; Engineering, Law; Liberal Arts; Science.

Other institutes: Center for Arts and Culture; Center for Research; Institutional Resource Center.

21. South-East Asia University

Founded: 1973
5,040 students
174 academic staff*

Situated in Nong Khaem between Bangkok and Nakhon Pathom, the South-East Asia University has been preparing qualified engineers and technicians since its founding in 1973. Due to increased demand for competent administrators, the University created the Faculty of Business Administration in 1977. Through its graduates, the South-East Asia University sees itself as contributing to the ever-expanding industry, economy, and social fabric of Thailand.

From an initial enrollment of around 200 students, the University has grown to a current enrollment of over 5,000 students in the Faculties of Engineering, Business Administration, and Arts and Sciences. The Graduate School also offers a Master of Business Administration degree. The University's library contains nearly 68,000 books and about 650 journals. Tuition fees range between 400-1,800 baht per credit.

Faculties: Business Administration; Engineering; Industrial Technology.

Other institutes: Research and Development Center; Traditional Arts and Culture Center.

22. Sripatum University

Founded: 1970
14,657 students
223 academic staff*

One of the first private institutions of higher learning, it became a fully-fledged university in 1987. Sripatum's main campus is situated in Bangkok, near Kasetsart University and Don Muang International Airport. A second campus is in Chonburi, approximately 120 kilometers to the south-east of Bangkok.

Since it began operating in 1970, Sripatum University has expanded greatly and has produced more than 2,000 successful graduates of Bachelor's and Master's degree programs. There are at present nine faculties offering 38 major fields of study, which include four graduate programs and 19 Bachelor degree programs. The University also conducts regular evening programs. Its library contains over 4,000 books as well as journals and other audio-visual material. Tuition fees range between Baht 500-3,000 per credit.

Sripatum university has joined in international cooperation with leading universities in the United States, the United Kingdom, Australia and New Zealand.

Faculties: Accounting; Business Administration; Communication Arts; Engineering, Liberal Arts; Law.

Other institutes: Computer Networks Center; Cultural and Arts Center; Experts Training Center.

23. Srisophon College

Founded: 1984
700 students
20 academic staff*

Founded in 1984, Srisophon College was the first private tertiary institution to be established in Thailand's south. Located in the town of Nakorn Si

Thammarat, Srisophon College is assisting in the nation's development through an on-going program of instruction and research. It aims to equip its graduates with a high standard of academic excellence as well as a firm base in Thai cultural ethics and morals.

Faculties: Business Administration; Economics.

24. Thongsook College

Founded: 1993
60 students
Academic staff: N/A

Thongsook College comprises one faculty: Business Administration. The courses offered include business computer, finance and banking, and accounting. Its campus is situated in the western Bangkok suburb of Talingchan.

25. The University of the Thai Chamber of Commerce

Founded: 1940
17,349 students
353 academic staff*

To help meet the growing demand for qualified business graduates, the Thai Chamber of Commerce established the college of Commerce in 1940. In 1984, the College was upgraded to university status and renamed the University of the Thai Chamber of Commerce. At present, the University offers 32 majors in seven faculties and the School of Graduate Studies. Its facilities include the Computer Center, the English Language Center of Australia (ELCA), photographic and radio broadcasting studios, as well as language, computer and scientific laboratories, students clubs and canteens. The Central Library contains nearly 100,000 titles and some 6,000 magazines and journals. Data are also available stored on CD-ROMs and other audio-visual materials.

The University of the Thai Chamber of Commerce aims to produce graduates in the natural and social sciences and humanities with particular

attention being paid to the economic environment of the country. Similarly, it encourages academic research as well as encouraging the preservation of Thailand's natural heritage and culture.

The campus is located in Bangkok, on Vibhavadi Rangsit Road near the National Defense College and the Public Relations Department. Tuition fees range from 650-1,100 baht per credit.

Faculties: Accountancy; Business Administration; Communication Arts; Economics; Engineering; Humanities; Science.

Other institutes: Research Center; Thai Cultural Promotion Center.

26. Vongchavalitkul University

Founded: 1984
1,710 students
120 academic staff*

Vongchavalitkul University places strong emphasis on its social responsibilities for providing education to the nation's students, particularly those in north-eastern Thailand. Founded in 1984, it currently comprises seven faculties and a gradate school. The library houses nearly 50,000 volumes, 400 magazines and journals, and CD-ROMs and other audio-visual materials.

Vongchavalitkul University's main campus is on the northern side of the city of Nakhon Ratchasima, near the town's central stadium. A new campus is under construction about a kilometer away. Tuition fees are Baht 2,000 per credit.

Faculties: Business Administration; Communication Arts; Economics; Engineering; Law.

Other institutes: Art and Culture Center; Research Institute.

27. Yonok College

Founded: 1988
1,549 students
75 academic staff*

Yonok College is an institute of higher learning with undergraduate roots in Business and Liberal Arts, in addition to a strong international outlook. Founded in 1988 with the aid of grants from the United States Agency for International Development (USAID), the modern campus is situated in Lampang province, the geographic center of Thailand's northern provinces.

Currently, Yonok has international teacher and student exchanges with universities in China, Japan and the United States. These programs strive to prepare students with a greater cultural understanding and appreciation of different cultures. Yonok College aims to produce graduates who possess the necessary knowledge and wisdom which is essential to their becoming productive members of organizations and society in general. In addition, Yonok strives to improve the standard of education in the northern provinces while preserving a strong sense of Thai traditions and culture.

The College's library contains over 41,000 books, 700 magazines and journals, and video and other audio-visual material. Tuition fees range between Baht 400-450 par credit.

Faculties: Liberal Arts; Business; Communication Arts; Science and Engineering.

Other institutes: Chinese Center; Human Resource Development and Community Center; Japanese Center; Yonok Arts and Culture Institute, Yonok Research Institute.

Other Institution

Asian Institute of Technology

The Asian Institute of Technology (AIT) was established in 1959 as the South East Asian Treaty Organization (SEATO) Graduate School of Engineering to help meet the growing need for advanced engineering education in Asia. In 1967, it became an autonomous international institution dedicated to excellence in post graduate education.

AIT is taking a leadership role in the promotion of technological change and its management for sustainable development in the Asian and Pacific region, through high-level education, research and outreach activities which integrate technology, planning and management. The focus of the Institute's activities is on technology, with special emphasis on the inter-disciplinary interface, and will include attention to environmental and socio-economic considerations.

Faculties: Advanced Technologies; Civil Engineering; Management; Environment, Resources and Development.

Other Institutes: Asian Disaster Preparedness Center; Center for Language and Educational Technology; Center for Library and Information Resources; Continuing Education Center; Regional Computer Center; AIT Center in Vietnam; Swiss-AIT-Vietnam Management Development Project.

Source: *Introducing AIT*, and *School of Civil Engineering*, AIT, 1996.

5. Universities with English Degree Programs

In Thailand, internationalization of higher education has been addressed as one of the five major goals of the country's First Long-Range Plan for Higher Education Development (1990-2004). At present, altogether 263 international programs using English as the medium of instruction are being offered at public/private universities, both at undergraduate and graduate levels: 107 undergraduate programs in 67 areas of study in 21 universities; 128 Master's degree programs in 102 areas of study in 20 universities; and 28 Doctoral degree programs in 26 areas of study in 10 universities.

The following is a table of international programs available with institution names and the degrees offered. You might want to check, in particular, in which fields of study a demand exists for international programs. It will help you find which of your school's programs might attract Thai students who are seeking higher educational opportunities in English.

Table 5. International programs[10]

Undergraduate Programs

University/Faculty	Program	Degree Granted
Public Universities		
1. BURAPHA UNIVERSITY		
Faculty of Humanities and Social Sciences	- Marketing* - Personnel Management*	B.A. B.B.A.
Faculty of Science	- Aquatic Science*	B.Sc.
Faculty of Nursing	- Nursing*	B.N.S.
	(* For UMAP Program, Laos and UNDP Student)	
2. CHULALONGKORN UNIVERSITY		
Faculty of Commerce and Accountancy	- International Business Management	B.B.A.
Faculty of Arts	- Intensive Thai	Certificate
Faculty of Economics	- Health Economics	Certificate
Faculty of Medicine	- Medicine Education	Certificate
Continuing Education Center	-Perspectives on Thailand	Certificate

[10] *International Programs in Thai Higher Education Institutions.* Ministry of University Affairs, 1997, pp. 8-29. By Permission.

University/Faculty	Program	Degree Granted
3. KING MONGKUT'S INSTITUTE OF TECHNOLOGY THONBURI		
School of Architecture	- Architecture	B.Arch.
	- Interior Architecture	B.Arch. (Interior Architecture)
4. MAHIDOL UNIVERSITY		
International College	- Chemistry	B.Sc.
	- Biology	
	- Applied Mathematics	
	- Computer Science	
	- Physics	
	- Environmental Studies	
	- Food Science	
	-Travel Industry Management	B.A.
	- Business Administration	
	- Hospital Management	
	- Linguistics	
	- Modem Language Studies	
	- Southeast Asian Studies	
5. PRINCE OF SONGKLA UNIVERSITY		
Faculty of Hotel and Tourism Management (Project)	- Hotel Management	B.B.A.

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University/Faculty	Program	Degree Granted
6. SILPAKORN UNIVERSITY		
Faculty of Painting, Sculpture and Graphic Arts	- Intercultural Arts	B.A.
7. SURANAREE UNIVERSITY OF TECHNOLOGY		
Center for International Affairs	- Chemical Engineering	B.Eng. (Ch.E.)
	- Mechanical Engineering	B.Eng. (M.E.)
	- Electrical Engineering	B.Eng. (E.E.)
	- Food Technology	B.Sc. (Food Tech.)
8. THAMMASAT UNIVERSITY		
Faculty of Commerce and Accountancy	- Finance and Banking - Accounting	B.B.A.
Faculty of Economics	- Economics	B.A.
Sirinthorn International Institute of Technology	- Civil Engineering - Industrial Engineering - Electrical Engineering - Mechanical Engineering	B.Eng.
	- Information Technology	B.Sc.
Faculty of Liberal Arts	- Basic Thai for Foreigners	Certificate
Office of International Affairs	- The Special Study Program (Buddhism and Thai Society)	Certificate

University/Faculty	Program	Degree Granted
Private Institutions		
1. ASSUMPTION UNIVERSITY		
Faculty of Business Administration	- Marketing - Accounting - Finance and Banking - General Management - Business Computer - Advertising Management - Hotel Management - International Business Management	B.B.A.
Faculty of Risk Management, and Industrial Services	- Property and Casualty Insurance - General Lines Insurance - Life Insurance - Actuarial Science - Marine and Aviation Insurance - Industrial Management - Real Estate	B.B.A.
Faculty of Arts	- Business English - Business French - Business Chinese - Business Japanese - Business German (Minor)	B.A.
Faculty of Nursing Science	- Nursing Science	B.N.S.
Faculty of Science and Technology	- Computer Science - Information Technology	B.Sc.

University/Faculty	Program	Degree Granted
	-Telecommunication Science - Applied Statistics	
Faculty of Biotechnology	- Food Technology - Agro-Industry	B.Sc.
Faculty of Communication Arts	- Communication Arts (Advertising) -Visual Communication Arts	B.A.
Faculty of Engineering	- Electronics Engineering - Electrical Engineering - Computer Engineering	B.Eng.
Faculty of Architecture	- Architecture - Interior Architecture	B.Arch.
2. ASIAN UNIVERSITY OF SCIENCE AND TECHNOLOGY		
Faculty of Applied Science	- Applied Chemistry - Biochemistry - Biotechnology	B.Sc.
Faculty of Business	- Accounting - Finance and Banking - Information Systems Management - Management	B.B.A.
Faculty of Engineering	- Civil and Structural Engineering	B.Eng.

University/Faculty	Program	Degree Granted
	- Electrical and Electronics Engineering	
	- Industrial and Manufacturing Engineering	
	- Information Technology (Computer and Software Engineering)	
	- Mechanical Engineering	
3. BANGKOK UNIVERSITY		
Faculty of Accounting	- Accounting	B.S. (Accounting)
Faculty of Business Administration	- Marketing	B.B.A. (Marketing)
Faculty of Communication Arts	- Public Relations	B.A. (Public Relations)
Faculty of Humanities	-English	B.A. (English)
4. DUSIT THANI COLLEGE		
Faculty of Hospitality Industry	- Hotel Management (Program starts in June 1998)	B.B.A.
	- Hotel Operations (2-Year Program)	Diploma
	- Professional Chef (3-Year Program)	Diploma

University/Faculty	Program	Degree Granted
5. KASEM BUNDIT UNIVERSITY		
Faculty of Business Administration	- Management - Marketing - Business Computer	B.B.A.
6. KRIRK UNIVERSITY		
Faculty of Business Administration	- International Business Administration (In collaboration with Teikyo Post University, Japan)	B.A.
7. RANGSIT UNIVERSITY		
Faculty of Business Administration	- International Business - Tourism and Hotel Management	B.B.A.
Faculty of Liberal Arts	- Philosophy, Politics and Economics	B.A.
8. SAINT JOHN'S UNIVERSITY		
Faculty of Business Administration	- Accounting - Marketing	B.B.A.
9. SIAM UNIVERSITY		
Faculty of Business Administration	- International Business - Hotel and Tourism Management	B.B.A.

University/Faculty	Program	Degree Granted
10. SRIPATUM UNIVERSITY		
Office of the President	- International Business Communication	B.A.
11. STAMFORD INTERNATIONAL COLLEGE		
Faculty of Business Administration	- Accounting - Marketing - Management - Finance - Management Information Systems	B.B.A.
Faculty of Liberal Arts	- Business English - Communication Arts - Tourism and Hotel Administration	B.A.
12. UNIVERSITY OF THE THAI CHAMBER OF COMMERCE		
Faculty of Business Administration	- Business Administration (International Business Management)	B.B.A.
13. YONOK COLLEGE		
School of Business	- Management	B.B.A.

Graduate Programs: Master's Degree Programs

University/Faculty	Program	Degree Granted
Public Universities		
1. BURAPHA UNIVERSITY		
Faculty of Education	- Guidance Psychology* - Elementary Education* - Educational Administration*	M.Ed.
Faculty of Nursing	- Community Nursing*	M.N.S.
Faculty of Science	- Aquatic Science* - Chemistry* - Environmental Science*	M.Sc.
	(* UNDP Program for Laos)	
3. CHIANG MAI UNIVERSITY		
Faculty of Agriculture	- Agriculture Systems - Agronomy	M.Sc.
Faculty of Science	- Environmental Science - Applied Geophysics	M.Sc.
Faculty of Nursing	- Nursing Science (For Chinese nurse only)	M.S.
3. CHULALONGKORN UNIVERSITY		
Graduate School	- European Studies	M.A.
Faculty of Arts	- Thai Studies	M.A.
Faculty of Medicine	- Health Development	M.Sc.

University	Program	Degree Granted
Petroleum and Petrochemical College	- Polymer Science - Petrochemical Technology	M.Sc.
Faculty of Economics	- International Economics and Finance	M.A.
	- Health Economics	M.Sc.
	- Environmental and Natural Resource Economics	
	- Business and Managerial Economics	M.A.
Faculty of Engineering	- Petroleum EngineeringM.Eng.	
	- Manufacturing Systems Engineering	
	- Engineering Management	
College of Public Health	- Health Systems Development	M.P.H.
Sasin Graduate Institute of Business Administration	- Management	M.M.
	- Business Administration	M.B.A.
	- Human Resource Management	Grad.Dip.
4. KING MONGKUT'S INSTITUTE OF TECHNOLOGY THONBURI		
Faculty of Industrial Education	- Applied Linguistics (English for Science and Technology)	M.A. (App-Ling-EST)
Faculty of Engineering	- Computer Engineering	M. Eng.

University/Faculty Granted	Program	Degree
School of Bioresources and Technology	- Post Harvest Technology	M.Sc. (Post Harvest Tech.)
5. KHON KAEN UNIVERSITY		
Faculty of Agriculture	- Animal Science	M.Sc.
Faculty of Public Health	- Biostatistics (Joint program with Siriraj Hospital of Mahidol University and Chulalongkorn University)	M.S.
Faculty of Humanities and Social Sciences	-Teaching English to Speakers of Other Language (Joint program with University of Technology Sydney, Australia)	M.A. (TESOL)
Graduate School	- Rural Development Management	M.R.D.M.
6. KASETSART UNIVERSITY		
Faculty of Agriculture	-Tropical Agriculture - Agriculture	M.S.
Faculty of Agro-Industry	- Biotechnology	M.S.
Faculty of Economics and Business Administration	- Agricultural Economics	M.B.A.
Faculty of Engineering	- Electrical Engineering - Civil Engineering	M.Eng.

University/Faculty	Program	Degree Granted
	- Irrigation Engineering	
	- Computer Engineering	M.S.
	- Food Engineering	(Program starts in 1998)
Faculty of Forestry	- Forestry	M.S.
7. KING MONGKUT'S INSTITUTE TECHNOLOGY NORTH BANGKOK		
Faculty of Technology and Industry Management	- Information Technology - Electrical Industry Management and Technology	M.Sc.
8. MAHIDOL UNIVERSITY		
Faculty of Science	- Anatomy	M.Sc.
	- Biotechnology	
	- Microbiology	
	- Pharmacology	
	- Applied Mathematics	
	- Biotechnology	
Faculty of pharmacy	- Pharmacy	M.Sc.
	- Biopharmaceutical Sciences	
	- Pharmaceutical Chemistry and Phytochemistry	
	- Pharmaceutics	
	- Hospital Pharmacy	
	- Clinical Pharmacy	
	- Pharmacy Administration	
	- Pharmaceutical Chemistry	
	- Pharmacognosy	
	- Microbiology	

University/Faculty	Program	Degree Granted
	- Biochemistry - Physiology - Pharmacology - Toxicology	
Faculty of Public Health	- Environmental Health - Family Health - Health Administration - Health Education and Behavioural Sciences - Hospital Administration - Infectious Diseases - Nutrition - Public Health Nursing	M.Sc. (Public Health)
Faculty of Tropical Medicine	- Clinical Tropical Medicine Program - Clinical Tropical Medicine Program (Tropical Paediatrics)	M.C.T.M. M.C.T.M. (Trop.Paed)
Graduate School	- Medical Epidemiology	M.Sc.
Institute for Population and Social Research	- Population, Reproductive Health Research	M.A.
ASEAN Institute for Health Development	- Primary Health Care Management	M.P.H.M.
Institute of Nutrition	- Food and Nutrition for Development	M.Sc.
Faculty of Social	- Health Social Sciences	M.A.

University/Faculty	Program	Degree Granted
Sciences and Humanities	- Educational Management	M.Ed.
Faculty of Medicine, Siriraj Hospital	- Biochemistry	M.Sc.
Faculty of Engineering	- Biomedical Engineering	M.Sc.
9. PRINCE OF SONGKLA UNIVERSITY		
Faculty of Medicine	- Epidemiology	M.Sc.
10. SILPAKORN UNIVERSITY		
Faculty of Archaeology	- Samskrit	M.A. (Samskrit)
Faculty of Painting, Sculpture and Graphic Arts	- Intercultural Arts	M.A. (Program starts in 1999)
Faculty of Education	- Adult and Continuing Education	M.Ed.
11. SRINAKHARIN-WIROT UNIVERSITY		
Faculty of Humanities	- Teaching English as a Foreign Language (TEFL)	M.A.

University/Faculty	Program	Degree Granted
12. THAMMASAT UNIVERSITY		
Faculty of Commerce and Accountancy	- Marketing	M.B.A.
Faculty of Economics	- Economics	M.A.
13. NATIONAL INSTITUTE OF DEVELOPMENT ADMINISTRATION		
School of Business Administration	- Business Administration - Management - Marketing - Accounting - Finance - Operations Management - General Management - International Business - Management Information Systems	M.B.A.
Private Institutions		
1. ASSUMPTION UNIVERSITY		
School of Business	- Business Administration	M.B.A.
	- Organisation Management	M.M.
	- Business Administration in Finance	M.B.A. in Finance
	(Joint graduate program with University of Exeter, UK)	
	- International Business	M.S.I.B
	(Joint graduate program with South Bank University, UK)	

University/Faculty	Program	Degree Granted
	- International Marketing Administration	M.I.M.A.
	(Joint graduate program with University of Saskatchewan, Canada)	
School of Science and Technology	- Computer Information Systems	M.S.CIS
	- Computer and Engineering Management	M.S.CEM
	- Computer Science	M.S.CS
	-Telecommunication and Computer Network Engineering	M.Sc.TeCNE
	(Joint graduate program with South Bank University, UK)	
	- Information Technology	M.S.IT
School of Counselling Psychology	- Counselling Psychology	M.S.CP
School of Engineering	-Broadband Telecommunications	M.Eng.
School of Philosophy and Religious Studies	- Philosophy	M.A.Ph.
	- Religious Studies	M.A.RS
School of Education	- Curriculum and Instruction	M.Ed.
	- Educational Leadership	M.Ed.
2. ASIAN UNIVERSITY OF SCIENCE AND TECHNOLOGY		
Faculty of Business	- Management	M.B.A.

University/Faculty	Program	Degree Granted
3. BANGKOK UNIVERSITY		
Graduate School	- Business Administration	M.B.A.
	- Communication Arts	M.A.
4. DHURAKIJPUNDIT UNIVERSITY		
Graduate School	- Development Communication	M.A.
5. MAHANAKORN UNIVERSITY OF TECHNOLOGY		
Graduate School	- Electrical Engineering (in collaboration with Imperial College, University of London, UK)	M.Eng.
	- Civil Engineering*	
	- Manufacturing Management*	
	(* in collaboration with the University of New South Wales, Australia)	
6. PAYAP UNIVERSITY		
Faculty of Humanities	- Linguistics	M.A. in Linguistics
7. UNIVERSITY OF THE THAI CHAMBER OF COMMERCE		
Faculty of Humanities	- Business Communication	M.B.A.
	- English for Business and Technology	M.A.
Faculty of Business	- International Business	M.B.A.

University/Faculty	Program	Degree Granted
Faculty of Business Administration	- International Business - International Banking and Finance	M.B.A.
(Joint program with the University of Bermingham, UK)		

Graduate Program: Doctoral Degree Programs

University/Faculty	Program	Degree Granted
Public Universities		
1. BURAPHA UNIVERSITY		
Faculty of Education	-Technical and Further Education (TAFE)	Ph.D.
2. CHULALONGKORN UNIVERSITY		
Faculty of Economics	- Economics	Ph.D.
Petroleum and Petrochemical College	- Petrochemical Technology - Polymer Science	Ph.D.
3. KASETSART UNIVERSITY		
Faculty of Agriculture	-Tropical Agriculture	Ph.D.
Faculty of Agro-Industry	- Biotechnology	Ph.D.
Faculty of Forestry	- Forestry	Ph.D.

University/Faculty	Program	Degree Granted
4. KHON KAEN UNIVERSITY		
Faculty of Education	- Education (Joint program with Deakin University, Australia)	Ed.D.
Faculty of Humanities and Social Sciences	- Development Sociology	Ph.D.
5. MAHIDOL UNIVERSITY		
Faculty of Science	- Biochemistry - Microbiology - Pharmacology - Biotechnology	Ph.D.
Faculty of Pharmacy	- Pharmaceutics - Biopharmaceutical Sciences	Ph.D.
Faculty of Environment and Resources Studies	- Technology of Environmental Management	Ph.D.
Faculty of Medicine, Siriraj Hospital	- Biochemistry	Ph.D.
Graduate School	- Religious Studies	Ph.D.
Institute of Science and Technology for Research and Development	- Molecular Genetic	Ph.D.
6. PRINCE OF SONGKLA UNIVERSITY		
Faculty of Medicine	- Epidemiology	Ph.D.

University/Faculty	Program	Degree Granted
7. NATIONAL INSTITUTE OF DEVELOPMENT ADMINISTRATION		
School of Business Administration	- Business Administration (Joint program with Thammasat University and Chulalongkorn University)	D.B.A.
School of Applied Statistics	- Statistics	Ph.D.
School of Public Administration	- Development Administration	Ph.D.
8. THAMMASAT UNIVERSITY		
Faculty of Commerce and Accountancy	- Business Administration	D.B.A.
Faculty of Economics	- Economics	Ph.D.
Private Institutions		
1. ASSUMPTION UNIVERSITY		
School of Science and Technology	- Computer Information Systems	Ph.D(CIS) (Computer Info. Systems)
	- Computer and Engineering Management	Ph.D(CEM) (Computer and Engineering Management)

University/Faculty	Program	Degree Granted
2. BANGKOK UNIVERSITY		
Graduate School	- Interpersonal Communication	Ph.D. (Interpersonal Communication)
	(in collaboration with Ohio University, USA)	

Annexes

I. Addresses of Ministries

Ministry of University Affairs
328 Si Ayutthaya Rd.
Rajthewee, Bangkok 10400
Phone: (66 2) 246-1106-14
Fax: (66 2) 245-8636, 245-8930
E-mail: uska@mis.mua.go.th

Office of the Permanent Secretary
Dr. Vanchai Sirichana
Permanent Secretary

Foreign Relations Division
Dr. Chantawit Sujatanond
Director (Acting)

Private Higher Education Institution Division
Dr. Chantawit Sujatanond
Director

Ministry of Education
Wang Chan Kasem
Ratchadamnoen-Nok Rd.
Bangkok 10300
Phone: (66 2) 281-6350
Fax: (66 2) 282-8566

Office of the Permanent Secretary
Dr. Surat Silpa-anan
Permanent Secretary for Education

Ministry of Foreign Affairs
Wang Saranom
Bangkok 10200
Phone: (66 2) 225-7900-43
Fax: (66 2) 225-6155

Office of the Permanent Secretary
M.R. Thep Devakula
Permanent Secretary

Ministry of Science, Technology, and Environment
Rama VI Rd., Rajthewee
Bangkok 10400
Phone: (66 2) 246-0064 ext. 336
Fax: (66 2) 246-8106

Foreign Relations Division
Ms. Choeichan Jiangphanich
Chief of International Section

II. Directory of Public Universities and Institutions

University	Address
1. Burapha University	114 Moo 7, Saensuk Bang Saen, Chonburi 20131 Phone: (66 38) 390047, 745900 Fax: (66 38) 390351, 390047 E-mail: Phasook@buucc.buu.ac.th
2. Chiang Mai University	Huay Kaew Road Muang District Chiang Mai 50200 Phone: (66 53) 221699 Fax: (66 53) 217143 E-mail: opwsf004@chiangmai.ac.th
3. Chulalongkorn University	Phaya Thai Road, Bangkok 10330 Phone: (66 2) 2150871-3, 2140053 Fax: (66 2) 2156404 E-mail: sinsd@chulkn.chula.ac.th
4. Kasetsart University	50 Phahon Yothin Road, Bang Khen Bangkok 10900 Phone: (66 2) 5790113 Fax: (66 2) 5798761 E-mail: fnsv@nontri.ku.ac.th

5. Khon Kaen University	123 Mitraparb Highway Muang District Khon Kaen 40002 Phone: (66 43) 242331-9 Fax: (66 43) 241216 E-mail: boonsond@kku.ac.th Web site: http://www.kku.ac.th
6. King Mongkut's Institute of Technology, Chaokhunthahan Ladkrabang (KMITL)	Chalongkrung Road Lat Krabang, Bangkok 10520 Phone: (66 2) 3266052 - 6101, 3269157 Fax: (66 2) 3267333 E-mail: pairash@crsc.kmitl.ac.th
7. King Mongkut's Institute of Technology, North Bangkok (KMITNB)	1518 Pibulsongkram Road Bang Sue, Bangkok 10800 Phone: (66 2) 5858541-9 Fax: (66 2) 5869007 E-mail: ino@kminb03.kminb.ac.th
8. King Mongkut's Institute of Technology, Thonburi (KMITT)	91 Suksawat 48 Road Bang Mod, Rat Burana Bangkok 10140 Phone: (66 2) 4270039, 4270058-9 Fax: (662) 4279860 E-mail: ikrzamo@cc.kmitt.ac.th
9. Maejo University	Chiang Mai - Phrae Road Sansai, Chiang Mai 50290 Phone: (66 53) 498858-9 Fax: (66 53) 498861-2 E-mail: supperf@maejo.mju.ac.th

10. Mahasarakham University	Tambon Talad, Muang District Mahasarakham 44000 Phone: (66 43) 721556 Fax: (66 43) 721556, 723549 E-mail: taweechai@msu.ac.th
11. Mahidol University	198/2 Bang Yikham Bang Phlat, Bangkok 10700 Phone: (66 2) 4330140-69 Fax: (66 2) 4358319 E-mail: orbsw@mahidol.ac.th
12. Naresuan University	Muang District Phitsanulok 65000 Phone: (66 55) 2610000-4 Fax: (66 55) 2610005 E-mail: kan@msu.nu.ac.th
13. National Institute of Development Administration (NIDA)	Khlong Sam Pattana-Samakkee Road, Bang Kapi Bangkok 10240 Phone: (66 2) 3777400-19, 3770693-9 Fax: (66 2) 3758798 E-mail: imsmida@mida.mida.ac.th
14. Prince of Songkla University	Hat Yai Campus Tambon Khor Hong, Hat Yai Songkhla 90110 Phone: (66 74) 211030 Fax: (66 74) 212828 E-mail: gem-affairs@ratree.psu.ac.th

15. Ramkhamhaeng University	Ramkhamhaeng Road Hua Mark, Bang Kapi Bangkok 10241 Phone: (66 2) 3180867-85, 3180052 Fax: (66 2) 3180917 E-mail: admin@ram1.ru.ac.th
16. Silpakorn University	Na Phra Lan Road Bangkok 10200 Phone: (66 2) 2217760 Fax: (66 2) 2257258 E-mail: foraff@silp.thapra.su.ac.th
17. Srinakharinwirot University	Soi 23 Sukhumvit Road Bangkok 10110 Phone: (66 2) 2580310-3, 26010104 Fax: (66 2) 2584006, 26001129 Web site: http://www.swu.ac.th
18. Sukhothai Thammathirat Open University	9/9 Moo 9, Bang Pood Chaengwattana Road, Pak Kred Nonthaburi 11120 Phone: (66 2) 5032121-4 Fax: (66 2) 5033556, 5033607 E-mail: Stoupres@samsorn.stou.ac.th
19. Suranaree University of Technology	111 University Avenue Muang District Nakhon Ratchasima 30000 Phone: (66 44) 216191-8 Fax: (66 44) 216117, 216127 E-mail: sut@ccs.sut.ac.th

20. Thammasat University	2 Phrachan Road, Bangkok 10200 Phone: (66 2) 2216111-20, 2216171-80 Fax: (66 2) 2248099, 2249423
21. Thaksin University	Tambon Khaoroopchang Muang District, Songkhla 90000 Phone: (66 74) 311885-7 Fax: (66 74) 442660
22. Ubon Ratchathani University	Warinchamrap Road Ubon Ratchathani 34190 Phone: (66 45) 323200-1, 323204 Fax: (66 45) 323201 E-mail: laaskre@samsorn.stou.ac.th
23. Walailak University	222 Tambon Thaiburi, Thasala Nakhon Si Thammarat 80160 Phone: (66 75) 346755 Fax: (66 75) 342897

III. Directory of Private Universities and Institutions

University	Address
1. Asian University of Science and Technology	Bangkok Office: 5th Floor, Kian Gwan Building I 140 Wireless Road Bangkok 10330 Phone: (66 2) 6514105 Fax: (66 2) 6514106 E-mail: itms@samart.co.th
2. Assumption University	6682 Soi Ramkhamhaeng 24 Hua Mark, Bang Kapi Bangkok 10240 Phone: (66 2) 3004543-50 Fax: (66 2) 3004563 E-mail: helpdesk@au.ac.th Web site: http://www.au.ac.th
3. Bangkok University	404 Rama IV Road Klong Toey, Bangkok 10110 Phone: (66 2) 6717333 Fax: (66 2) 2496274, 2401516 E-mail: webmaster@bu.ac.th
4. British University (Thailand)	Bangkok Office: 333 Asoke-Din Daeng Road Din Daeng, Bangkok 10320 Phone: (66 2) 2017490 Fax: (66 2) 6420314

5. Christian College	124 Silom Road, Bang Rak Bangkok 105000 Phone: (66 2) 2351000-7 Fax: (66 2) 2332506
6. Dhurakijpundit University	110/1-4 Prachachuen Road Don Muang, Bangkok 10210 Phone: (66 2) 9547800-29 Fax: (66 2) 5899606
7. Dusit Thani College	902 Sriunkarin Road, Seacon Square Nong Bon, Prawet, Bangkok 10260 Phone: (66 2) 3617805, 3617811-3 Fax: (66 2) 3617806 E-mail: veera@dusit.com Web site: http://www.dtcollege.ac.th
8. Eastern Asia University	Bangkok Office: 22 Moo 1 Soi Onnuch 62 Sukhumvit 77, Suan Luang Bangkok 10250 Phone: (66 2) 7212345-8 Fax: (66 2) 3223801
9. Hat Yai City College	125/502 Pidpuchua Road Hat Yai, Songkhla 90110 Phone: (66 74) 4254647

10. Huachiew Chalermprakiet University	18/18 Bang Na-Trad Road K.M. 18 Bang Plee Samut Prakarn 10540 Phone: (66 2) 3126300-73, 3126229-34 Fax: (66 2) 3126237 E-mail: huachiew@eec.hcu.ac.th
11. Kasem Bundit University	1761 Pattanakarn Road Suan Luang, Phra Kanong Bangkok 10250 Phone: (66 2) 3216930-9 Fax: (66 2) 3214444
12. Krirk University	43/111 Ram-Indra Road Bang Khen, Bangkok 12000 Phone: (66 2) 5523500-9 Fax: (66 2) 5523511
13. Mahanakorn University of Technology	51 Moo 1, Chuem - Sampan Road Nong Chok, Bangkok 10530 Phone: (66 2) 9888636/50-79 Fax: (66 2) 9888636/87 E-mail: sirpate@munt.ac.th
14. Mission College	430 Phitsanuloke Road Dusit, Bangkok 10300 Phone: (66 2) 2811422 Fax: (662) 2806327

15. Nivadhuma University

6000 Nivadhuma University Avenue
U-thong, Suphum Buri 72160
Phone: (66 2) 7326920-1 (Bangkok Office)
E-mail: admission@nivadhuma.ac.th
Web site: http://www.nivadhuma.ac.th

16. North-Eastern College

199/19 Mittraphap Road
Muang District
Khon Kaen 40000
Phone: (66 43) 222960, 226823
Fax: (66 43) 226823

17. Payap University

Chiang Mai 50000
Phone: (66 53) 241255, 3048605
Fax: (66 53) 241983
E-mail: payap02@db90.loxinfo.nectec.or.th,
president@payap.ac.th

18. Phakkliang College

932/1 Asia Road
Muang District
Nakhon Sawan 600000
Phone: (66 56) 223578-9, 2216608
Fax: (66 56) 2216690
E-mail: info@mail.pkc.ac.th

19. Rajapark College

66 Soi Navasan 10
Ramkhamhaeng 21 Road
Klang Kapi, Bangkok 10310
Phone: (66 2) 3198200-3
Fax: (66 2) 3196710

20. Rangsit University	Paholn Yothin Road Pathum Thani 12000 Phone: (66 2) 9972222, 9972345 Fax: (66 2) 5339470 Web site: http://www.rsu.ac.th
21. Ratchathani College of Technology	487 Moo 3, Chuyangkul Road Khamyai, Muang District Ubon Ratchathani 34000 Phone: (66 45) 312176-77 Fax: (66 45) 312178
22. Saengtham College	20 Phetkasem Road Sampran Nakhon Pathom 73100 Phone: (66 2) 4290100-3 Fax: (66 2) 4290819
23. Saint John's University	111075 Vibhavadi Rangsit Road Bangkok 10900 Phone: (66 2) 9387058-6 Fax: (66 2) 5122275
24. Saint Louis Nursing College	215/4 South Sathorn Road Bangkok 10120 Phone: (66 2) 2124604-7 Fax: (66 2) 2124608 E-mail: siv.anne@mozart.inet.co.th

25. Siam Pundit College	Ronnachuchunyut Road Muang District Roi Et 45000 Phone: (66 43) 512653
26. Siam University	235 Phetkasem Road Phasi Charoen, Bangkok 10163 Phone: (66 2) 4570068, 4570478-9 Fax: (66 2) 4573982, 4576752 E-mail: Twee@siamhost.siamu.ac.th Web site: http://www.siamu.ac.th
27. South-East Asia University	1971 Phetkasem Road Nong Khaem, Bangkok 10160 Phone: (66 2) 8074500-27 Fax: (66 2) 8074528
28. Sripatum University	61 Phahon Yothin Road Bang Khen, Bangkok 10900 Phone: (66 2) 5611036-40, 5799120-39 Fax: (66 2) 5611721 E-mail: pnchpm@commep.spu.ac.th
29. Srisophon College	Moo 5 Mamoung-songton Muang District Nakhon Si Thammarat 80000 Phone: (66 75) 3560000, 346037 Fax: (66 75) 346142

30. Stamford International College	Bangkok Office: 22nd Floor, 2 Silom Center Building Silom Road, Bang Rak Bangkok 10500 Phone: (66 2) 2332922, 2375880 Fax: (66 2) 2367842
31. Thongsook College	99/79 Boromrajchonnee Road Chimplee, Taling Chan Bangkok 10170 Phone: (66 2) 8851421-4 Fax: (66 2) 4280056 E-mail: espc@ksc.th.com
32. Siam Saam International University	Bangkok Office: Ramkhamhaeng Hospital Ramkhamhaeng Road, Bang Kapi Bangkok 10240 Phone: (66 2) 3740300-16 Fax: (66 2) 3748198
33. University of the Thai Chamber of Commerce	126/1 Vibhavadi Rangsit Road Bangkok 10320 Phone: (66 2) 2761040, 2765166 Fax: (66 2) 2762126, 2752219 E-mail: utcmu@mozart.nectec.or.th
34. Vongchavalitkul College	12 Mittraparb Highway, Muang District Nakhon Ratchasima 30000 Phone: (66 44) 255523-4, 252267, 271518 Fax: (66 44) 256833, 271517 E-mail: preemee@korat1.vu-korat.ac.th Web site: http@news.korat1.vu-korat.ac.th

35. Yonok College	444 Lampang-Denchai Road Lampang 52000 Phone: (66 54) 226950-6 Fax: (66 54) 226957

Other Institute

Asian Institute of Technology	P.O. Box 4, Klong Luang Pathumthani 12120 Phone: (66 2) 5245032-33 Fax: (66 2) 5162126 E-mail: asciao@ait.ac.th Web site: http://www.ait.ac.th

The Eagle and the Elephant:

Thai-American Relations Since 1833

Revised and updated, the fourth edition of **The Eagle and the Elephant** is the only book to concisely capture the history of Thai-American Relations between 1833 and the present. This handsome, hardbound book spans the first U.S.-Thai treaty, the Treaty of Commerce of 1833, and the visit of President Clinton in honor of His Majesty King Bhumipol's Golden Jubilee in 1996. No other single source gives readers rare historical details about Thai-U.S. history, descriptions of current cooperation, and valuable hard-to-find reference materials. All in both the Thai and English languages.

Part I - The Past: 1833-1945

Describes famous as well as little-known chapters of Thai-American history. The Siamese Twins, who became prosperous in the United States and raised their families in North Carolina. A Thai soldier who journeyed half-way around the world to fight in the U.S. Civil War. The U.S. missionary who operated successfully without anaesthesia. The first visit by Thai monarchs to America. The U.S. advisors hired by successive Thai monarchs. Relations after World War II and through the end of the Vietnam War comprise the last portion of Part I. Close economic, military, and political ties are described and illustrated. Not only big-name projects, but smaller cooperative efforts such as the Mitrapiart Education Foundation. These and many, many milestones of Thai-American ties are illustrated with rare photos.

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Summarizes the range of governmental and non-governmental ties between Thailand and the United States. This updated portion is arranged thematically and covers politics, military relations, narcotics control, refugees, economics and research, culture and education, and official ties.

This edition includes English and Thai texts of treaties, speeches, and other documents underpinning Thai-United States history. King Bhumipol's speech to the U.S. Congress in 1960 and President Clinton's speech to the Chulalongkorn University Community in 1996 are just two of the 17 appendixes recorded here. In addition, **The Eagle and the Elephant** has lists of leaders, ambassadors, and a chronology of significant events threading through U.S.-Thai relations.

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E-mail: dktoday@mozart.inet.co.th ISBN: 974-89415-1-5 599 Baht (hardcover)

Section C
Travel Information for Recruiters

Thailand:
What you should know before recruiting

(a) History

Thailand is a constitutional monarchy which occupies an area of 513,115 sq km. (slightly larger than Spain) in South-East Asia. Of the total population of 59 million, the majority is made up of Thais. The largest minority group is Chinese who have mostly been assimilated through intermarriage and long-time residence.

The origin of the Thai race is still unclear today. Some people believe they migrated from south-western China, others say they lived in the border area between China, Laos, Burma and Thailand for at least 2,000 years, and still others suggest that they originated in what is today's Thailand and then moved northwards.

However, it was recorded in history that two Thai chieftains, Khun Bang Klang Hao and Khun Pha Muang, established the first independent Thai kingdom in Sukhothai in 1238 after driving away the Khmers who ruled this region in the 11th and 12th centuries.

Thailaws - the Most Comprehensive Guide to Thailand, vol. 13, No. 7, 1997, pp. 24-27. By permission.

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(ii) The Sukhothai Period (1238-1438)

During the Sukhothai period, the Thai people lived in peace, stability and prosperity, and the kingdom enjoyed close, friendly relations with neighboring countries, including China. Arts were developed and Buddhism was firmly established as the State religion.

In the late 14th century, Sukhothai began to decline and then became a vassal State of the rising Ayutthaya kingdom in 1378. It was completely absorbed by Ayutthaya in 1438.

(ii) Ayutthaya Period (1350-1767)

Ayutthaya was the capital of the second Thai kingdom ruled by the 33 successive kings. Because of its ideal location, Ayutthaya had a well-developed system of agriculture and did a thriving trade with foreign countries both in the East and the West. The city was beautified by glittering palaces, ornately designed temples and gold-plated pagodas, and was recognized as a major metropolis of the world during the reign of King Narai the Great (1656-1688).

Ayutthaya lasted as the country's capital for 417 years, from 1350 to 1767. It had to fight many times with invading neighboring countries, notably Burma. After 1758, Ayutthaya fell into disarray because of the bitter rivalries for the throne among members of the Royal Family, which resulted in its humiliating defeat in the war with Burma and its subsequent surrender to the Burmese in April 1767.

(iii) Thon Buri Period (1767-1782)

Seven months later, Pharaya Taksin, who had served in the army of the last king of Ayutthaya, succeeded in expelling the Burmese and re-establishing Thai sovereignty. Since the old capital had been ransacked and totally ruined by the invaders, King Taksin decided to move the capital to Thon Buri, today a part of Bangkok, on the west bank of the Chao Phraya River. During his 15-year rule, Taksin the Great restored the religion, arts and literature and extended the territory of his kingdom to Laos and Cambodia.

On King Taksin's death in 1782, his general and friend Chao Phraya Maha Kasatsuek ascended the throne and was known as King Buddha Yodfa or Rama I. He moved the capital to Bangkok on the opposite side of the river and established the Chakri Dynasty.

(iv) Rattanakosin Period (1782-present)

During the early part of the Chakri Dynasty, arts, culture and literature were in full bloom. Relations with Western countries were restored by King Rama III. In the reigns of Rama IV and Rama V, Western culture was introduced to Thai society, leading to its modernization.

But Thailand also lost large pieces of its territory during that period due to the expansion of Western colonialism. Yet the Thais pride themselves on their ability to have maintained independence while all their neighbors were reduced to the status of a colony one after another.

In 1932, a group of foreign-educated military officers and students staged a peaceful revolution and Thailand changed its political system from that of an absolute monarchy to a constitutional monarchy which it has remained up to this day.

Although the Thais have always referred to their country as Muang Thai or Prathet Thai, meaning the Land of the Free, the country was known to the outside world as Siam until 1949, when the Thai government formally adopted Thailand as the official name of the country. After that, Siam and Siamese became historical terms.

Although Thailand is no longer an absolute monarchy, the love and reverence felt by the Thai people toward their king have not diminished in any way. The present monarch, His Majesty King Bhumibol Adulyadej, remains the stabilizing element of the country and is generally recognized as one of the most beloved and revered rulers in Thai history.

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(b) Religions

The national religion of Thailand is Buddhism in its Theravada (or Hinayana) form. It is followed by more than 90 per cent of the population, and can be observed in most aspects of Thai life including various festivals held throughout the year and by the large number of *wat* (Buddhist temples) throughout the country.

Muslims comprise the largest religious minority group. The vast majority of them are ethnic Malay, living in the southern region of the country. People who have Chinese ancestors practice a traditional mixture of Buddhism (Mahayana form), Taoism, Confucianism, and ancestor worship. Although Christianity has existed in Thailand since the 16th century, the size of the Christian community is relatively small compared to the other religious groups.

***Wat* (temple) Etiquette**

Dress appropriately when entering a Buddhist temple. Shorts are taboo for men and women. Take your shoes off before going inside the building. Buddhist monks are prohibited by the precepts of the religion from touching or being touched by a woman.

(c) Business Manners

Thais do not usually shake hands. Instead, they *wai*, the customary greeting of placing their hands, palms together, in front of their faces (or chests). Thais are also very conscious of age and status differences. When you address them by their names, it might be better to preface the name with *Khun*, an address that shows respect (to both men and women) and which is appropriate for most occasions. Thais usually call people by their first names. Therefore, don't be surprised if you are called, for example, "Mr. John," or "Ms. Nancy."

As for clothing, Bangkok is highly westernized in its business and social attire. Ties and business suits are always adequate for meetings with officials and schools administrators, although jackets are not necessary. For informal occasions, light and loose clothes and slip-ons are fine.

(d) Thai Language

Some useful basic Thai words and phrases are listed below. You might want to learn a few words of Thai before you arrive, as the effort will be appreciated by Thai people you meet.

Numbers

One	*Nung*	Ten	*Sip*
Two	*Song*	Eleven	*Sip et*
Three	*Sam*	Twelve	*Sip song*
Four	*Sii*	Thirteen	*Sip sam*
Five	*Haa*	Twenty	*Yii sip*
Six	*Hok*	Thirty	*Sam sip*
Seven	*Jet*	100	*Nung roi*
Eight	*Paet*	1,000	*Nung phan*
Nine	*Kaw*		

Days of the Week

Monday	*Wan jan*	Saturday	*Wan sao*
Tuesday	*Wan angkan*	Sunday	*Wan athit*
Wednesday	*Wan phut*	Today	*Wan nii*
Thursday	*Wan pharuhat*	Yesterday	*Mua wan nii*
Friday	*Wan suk*	Tomorrow	*Prung nii*
		When	*Mua rai*

Greeting and Others

Hello/good-bye	Yes
Sawadii khrap (man)/*kha* (woman)	*Chai khrup/khai*

How are you?
Sabai dii mai khrup/kha

Fine, thank you.
Sabai dii khrup/kha

Thank you.
Khop-khun khrup/kha

No
Mai chai khrup/kha

Never mind.
Mai pen rai khrup/kha

Excuse me/I'm sorry.
Khoo-thoot khrup/kha

Where is the bathroom?
Hong-nam yoo thii nai khrup/kha

I'd like to go to the _____ Hotel.
(the name of your hotel)
Yaak pai rong-ruem _____ krup/kha

How much is this?
An nii thao-rai khrup/kha

Does this bus go to _____?
(the place you would like to go)
Rot nii pai _____ ru plao khrup/kha

I cannot speak Thai.
Phuut Thai mai dai khrup/kha

What do you call this in Thai?
An nii phasa Thai riak waa arai khrup/kha

(e) Visa Information

US citizens can stay in Thailand up to 15 days without visas. Contact the Royal Thai Embassy or Consulates in your country for details. Tourist and non-immigrant visas are valid for 90 days. If you wish to extend your visa after arriving in Thailand, contact the Immigration Division in Soi Suan Plu

off Suthorn Tai Road, Bangkok (Phone: 287-3102; office hours: 8:30 a.m. to 4 p.m., Monday to Friday). If you wish to leave Thailand and return before the expiration of your visa, apply for a re-entry permit at the Immigration Division offices. The fee is Baht 500. An exit visa is not required.

Annex

Addresses of US-related Offices

US Embassy
95 Wireless Rd.
Bangkok 10330
Phone: (66 2) 205-4000
Fax: (66 2) 205-4131

US Consulate
Wichayanon Rd.
Chiang Mai 50000
Phone: (66 53) 252-629-30
Fax: (66 53) 252-633

American Chamber of Commerce (AmCham)
7th Fl., Kian Gwan Bldg. 1
140 Wireless Rd.
Bangkok 10330
Phone: (66 2) 251-9266-7
Fax: (66 2) 255-2454

Institute of International Education (IIE)/Bangkok
Dr. Chalintorn N. Burian
Director
9th Fl., Citibank Tower
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Bangkok 10500
Phone: (66 2) 639-2700-2
Fax: (66 2) 639-2706
E-mail: iiethai@ksc.th.com

United States Information Service (USIS)
c/o US Embassy
95 Wireless Rd.
Bangkok 10330
Phone: (66 2) 205-4592
Fax: (66 2) 650-8924

Mr. William P. Kiehl
Public Affairs Officer
Phone: (66 2) 205-4485

Mr. Hodai
Cultural Affairs Officer
Phone: (66 2) 205-4625

Thailand-US Educational Foundation (FULBRIGHT)
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The Institute of International Education (IIE) was founded in 1919 to promote peace and understanding through cultural and educational exchanges. Over the following 25 years IIE arranged for foreign scholars to lecture in US universities, developed exchange programs with Europe and Latin America, and began to publish studies and reports on international educational cooperation. In 1946 it began assisting the US Government with the administration of the Fulbright Graduate Fellowship Program, which has sponsored overseas studies for over 80,000 individuals.

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The following IIE publications focus on foreign study in the US and US study abroad. They may be purchased from IIE Books. For information, call: **800-445-0443** or **301-617-7804**.

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Vacation Study Abroad (Annual)	*US$36.95*

For more information contact:

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Member Services
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IIE/Bangkok

IIE/Bangkok was opened in 1962 as the first IIE overseas office. It is best known for administering the TOEFL program in Thailand, the annual US University Fair, scholarship and training programs, and providing advising services on US education for the public.

Since March 1997, IIE/Bangkok and Citibank Thailand have collaborated in the promotion and management of the IIE educational advising center, currently known as the Citibank/IIE Study USA Center. The Center provides free advising services for Thai and international students who wish to further their studies in the United States.

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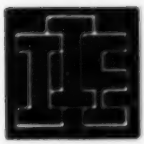

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